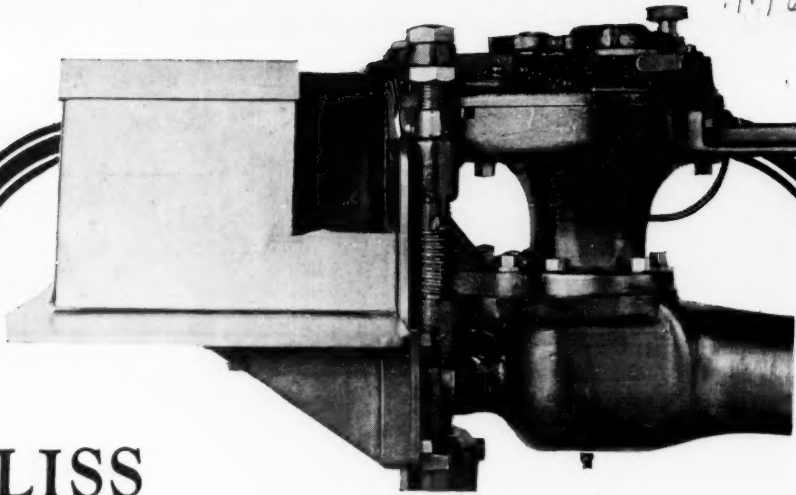


MODERN PACKAGING



TS 158
.M6

CRW-1017/28



BLISS SEALING STITCHERS for CRACKER CADDIES

THIS new machine will stitch on flanged covers to caddies, while same are in an upright position at the rate of from 20 to 25 per minute. Adjustments to any size or depth can be made quickly. The cost for wire (20x25) is less than 10c per thousand caddies.

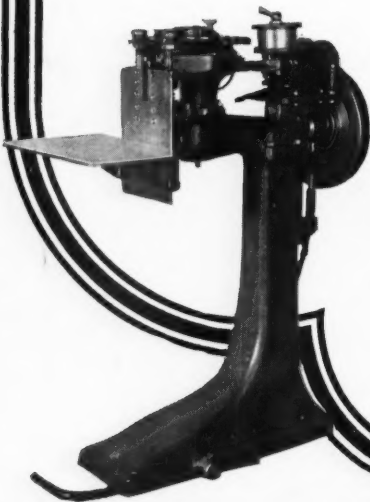
This stitcher is but one of a complete line made by the H. R. Bliss Co., and like the rest, it costs no more to buy a Bliss than just an ordinary machine.

In many cases the first cost of a Bliss machine is actually lower than that of others, and in all cases its final cost is much lower.

The certainty of performance, speed of operation, economy of upkeep, all combine to make Bliss machines the greatest value obtainable today.

Every Bliss design is the result of years of experience. Every machine is a thorobred in materials and workmanship. The quality is of the rugged type so necessary for long life, freedom from trouble and low cost operation.

Have a Bliss engineer advise with you as to the type of equipment best suited for your purpose. He is anxious to serve you.



H. R. BLISS
Company, Inc.
NIAGARA FALLS, NEW YORK
MANUFACTURERS OF SEALING & STITCHING MACHINES

NEW YORK
50 Church St.

CHICAGO
Transportation Bldg.

SAN FRANCISCO
534 Battery St.

Sticky Stuff

REG. U. S. PAT. OFF.

Famous Arabol Adhesives

Ask Us Another

Question: What kind of glue is the RIGHT KIND of glue?

Answer: The kind that is exactly (not probably) suited for your particular work.

Question: Is the RIGHT KIND of glue more expensive?

Answer: Positively no. The RIGHT KIND of glue will save you money and produce better results.

Question: Can the RIGHT KIND of glue be obtained anywhere?

Answer: No. The RIGHT KIND of glue can't be manufactured except by an organization that has made a study of adhesives. We have been doing that for more than 41 years. We manufacture over 2,000 different kinds of adhesives,—each one a special product to suit a particular requirement.

Question: How can the RIGHT KIND of glue be obtained?

Answer: By telling us three things: (1) What kinds of containers you use (cartons, cans, bottles, bags, barrels or shipping cases, etc.). (2) Whether your packaging requires labeling, wrapping or sealing. (3) What make of machines you use, if any.

The Arabol Mfg. Co.

*Largest Manufacturers in the World
of Adhesives for All Purposes*

NEW YORK: 110 E. 42d St. CHICAGO: (Cicero) ILL.



MODERN PACKAGING

D. E. A. CHARLTON
Editor

CHARLES A. BRESKIN
Business Manager

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THE FRONT COVER

In presenting to readers the first issue of MODERN PACKAGING, an attempt has been made to exemplify and epitomize the aims and ideals of the publication in the front cover. This design was prepared under the direction of Mr. Arthur S. Allen, the "Dromedary" inset being reproduced from the original drawing by Mr. Rudolph Ruzicka.

The Publishers.

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From Payroll to Profit

FOR a good many years the Hills Brothers Company have depended on a battery of Redington Cartoning Machines to produce the enormous number of packages of Dromedary Dates that are consumed every year.

Many thousands of Payroll dollars have been converted to Profit dollars through their use.

The Hills Brothers Company are one concern of many producing outstanding products who have found Redington machines

completely dependable and profit-producing.

For thirty years the Redington organization has been accumulating the experience that makes it possible for them to build machines that meet any cartoning, packaging, wrapping or labeling condition properly and extremely profitably.

We have prepared a folder that we would like every producer of a packaged or wrapped product to have. It will tell you of the machines that many well known manufacturers are using for cartoning, packaging, wrapping and labeling.

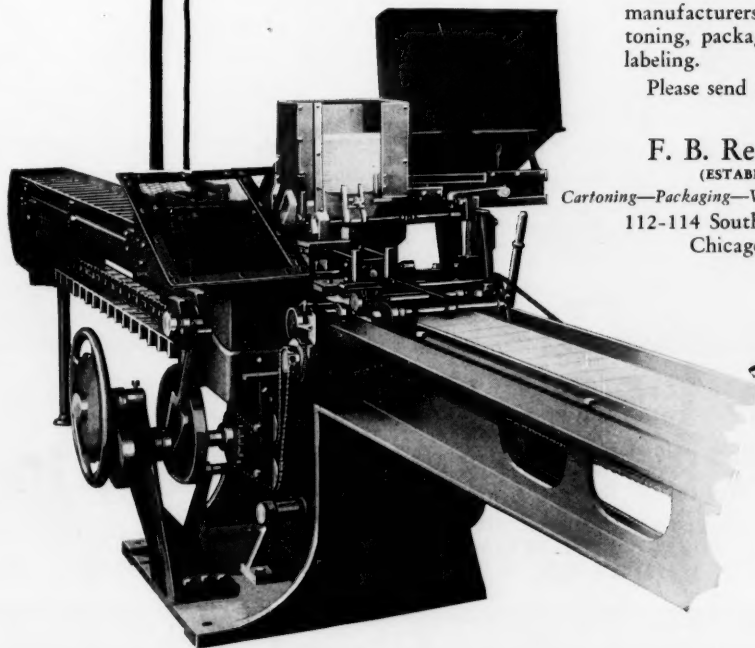
Please send for it.

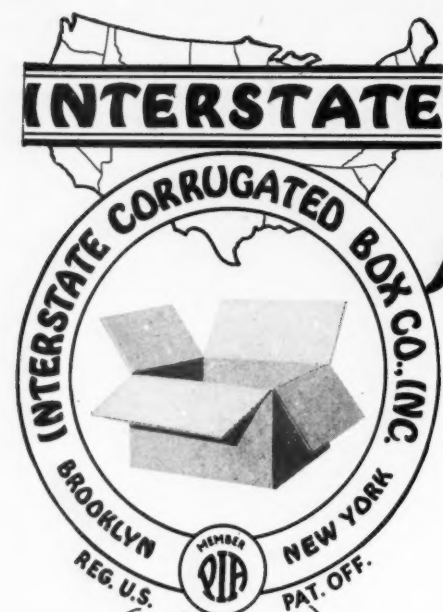
F. B. Redington Co.

(ESTABLISHED 1897)

Cartoning—Packaging—Wrapping—Labeling Machines

112-114 South Sangamon Street
Chicago, U. S. A.



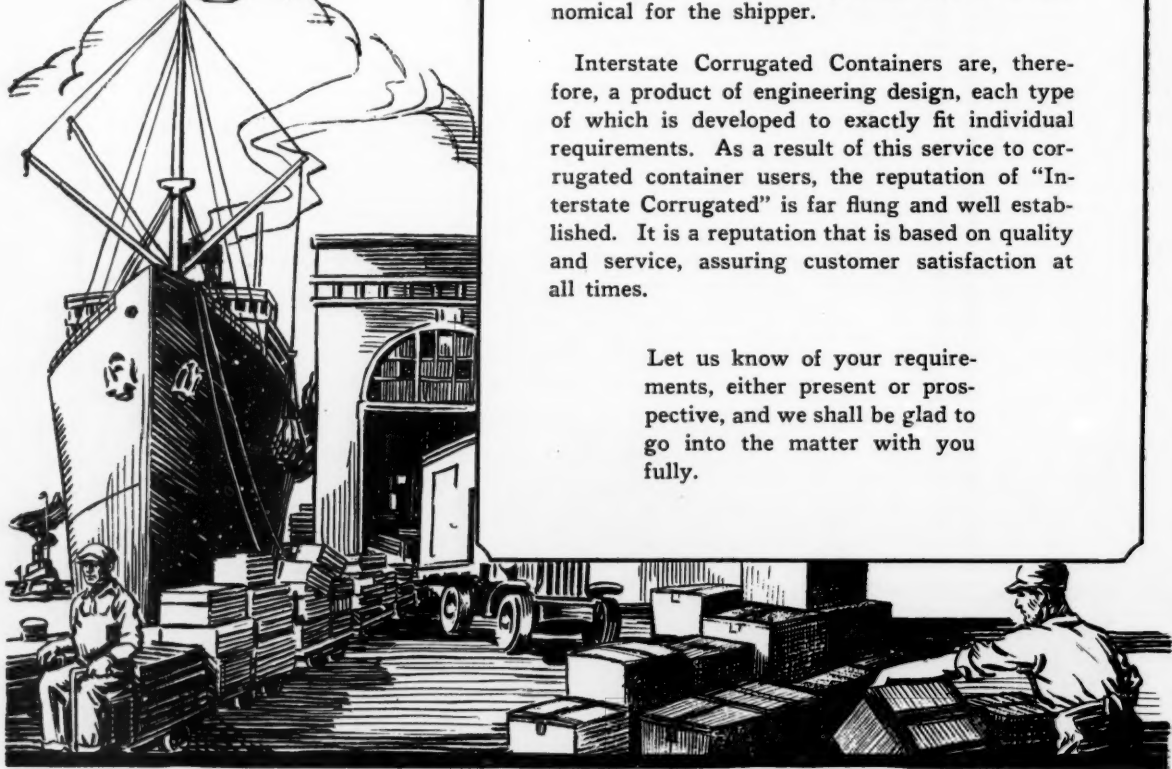


Reputation

Our reputation is founded on the principle of furnishing the correct, and most economical container for any given product. That is why we prefer to first study the characteristics of a product before proceeding to make containers for it. In this way, we obtain the information that will enable us to design the type of container best suited to the product and most economical for the shipper.

Interstate Corrugated Containers are, therefore, a product of engineering design, each type of which is developed to exactly fit individual requirements. As a result of this service to corrugated container users, the reputation of "Interstate Corrugated" is far flung and well established. It is a reputation that is based on quality and service, assuring customer satisfaction at all times.

Let us know of your requirements, either present or prospective, and we shall be glad to go into the matter with you fully.



INTERSTATE CORRUGATED BOX COMPANY, Inc.

Branch
BALTIMORE, MD.

FACTORY AND GENERAL OFFICES
FRONT AND MAIN STREETS
BROOKLYN, NEW YORK

Branch
PHILADELPHIA, PA.

INTERSTATE CORRUGATED - A BUY-WORD FOR SAFETY IN SHIPPING



A FOUR-FOLD PACKAGING SYSTEM OF FORTY YEARS STANDING

*Pneumatic Automatic Packaging
Equipment for every need and speed*

MODERN merchandising has added another link to the chain of manufacture. This link is Packaging. The completion of the product itself is merely the completion of a process in manufacture. Before such product is ready to market, it must be put into suitable containers.

A Four-Fold Packaging System

The "Pneumatic Packaging System" provides for every packaging detail, insuring uniformity, adequate speed, and continuous economical production.

This system is four-fold: *first* Planning; *second* Building; *third* Installing; and *fourth* Servicing.

Planning—Based upon Forty Years Experience

"Our Engineering Department" is more than a phrase. It comprises experts in every branch of automatic packaging for any dry, free-flowing material, liquid, or semi-liquid.

It draws upon: (1) forty years experience in designing packaging systems for thousands of products, and (2) active contact with packaging trends and tendencies throughout the world.

It is prepared to advise upon the type of package to be used: its design, shape, and capacity with relation to its contents and market.

It is equipped to plan a complete packaging system designed for your space and power, or to revise your present equipment to care for new products or packages.

Building—in the Largest and Most Complete Plant of its Kind

Now standardizing on *forty* major units, this company is in the best position to furnish automatic and semi-automatic packaging machinery. The equipment furnished you is built to a plan based upon your needs, embodying mechanical refinements controlled by this company, and operating at 15, 30 and 60 or more containers per minute.

Installing—by Our Own Trained Experts

Your packaging equipment must operate perfectly under conditions obtaining in your plant. It is therefore our custom to install these machines for you. Our men do not leave your plant until these machines have indeed become a link in your manufacturing processes.

And Service—Rendered by an Organization that is World Wide

We service our machines. Not only do we train your operatives, but we promise to have our specialists on the ground whenever needed.

This personal service is backed by a complete system of replacement parts, each bearing its number, and always carried in stock for immediate shipment to any part of the world.

May We Co-operate with You?

We offer the services of our Engineering Department—*without charge*.

NEW YORK CHICAGO SAN FRANCISCO
LONDON, ENGLAND; MELBOURNE, N. S. W.

PNEUMATIC SCALE CORPORATION, Limited
NORFOLK DOWNS, MASS., U. S. A.

From Perfumes to Pianos—from Bric-a-brac to Beds—Shippers who Care, Now Pack the Modern Way—with Kimpak

EMERSON is credited with saying—"Build a better mouse trap, and the world will beat a path to your door." But we believe the developments of the past decade or so call for more than mere **excellence** in manufacture.

The demands of high speed production; widespread and rapid distribution; keen sales competition; a cultivated taste for more luxuries, and refinement of appearance in necessities, all complicate the problem of perfect delivery. *Better packages* and better packing are natural by-products of the development.

Modern Packaging requires *Modern Packing*. KIMPAK Crepe Wadding is a quality packing material—white, soft, clean, highly absorbent and of absolutely dependable consistency in thickness and grade throughout. Used by foremost national advertisers for parcel post shipments of liquids because it is econom-

ical, attractive, exceeds postal requirements as an absorbent wadding, opens up without muss, easy to apply.

KIMPAK is ideal for packing tablets, capsules, ampoules and various pharmaceuticals, cosmetics, all sorts of bottled goods, scientific instruments, all fragile and highly polished specialties, large and small.

A trial sample will convince you. Perhaps the experience of one of our service men will assist you in improving your present put-up. Fill in the coupon TODAY with no obligations to you.

*Softest,
safest
packing
known*

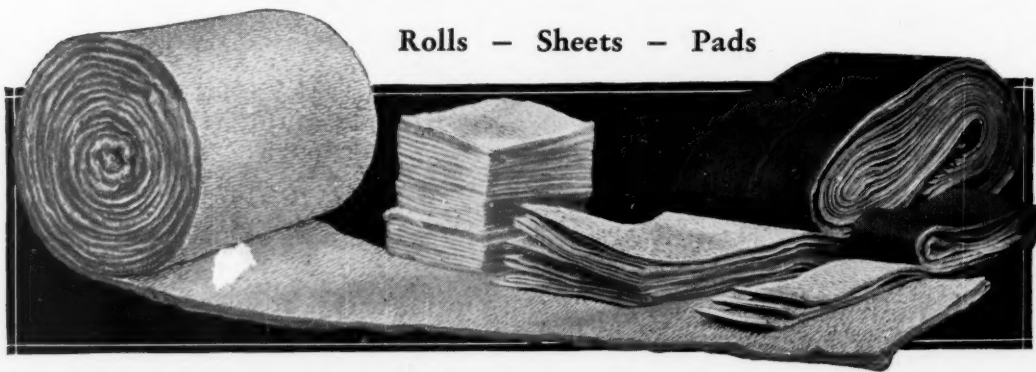
Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

*Formerly
known as
Cellupacking*

Crepe Wadding

Rolls — Sheets — Pads



To Suit Your Requirements

USE COUPON FOR YOUR FREE SAMPLE.

Kimberly-Clark Co., Mfrs.
Neenah, Wisconsin.

Gentlemen:—

We accept your offer to send sample of KIMPAK Crepe Wadding to test out under actual conditions.

NAME

Address

By

Address nearest Sales Office:

208 So. LaSalle St., Chicago, Ill.
51 Chambers St., New York City

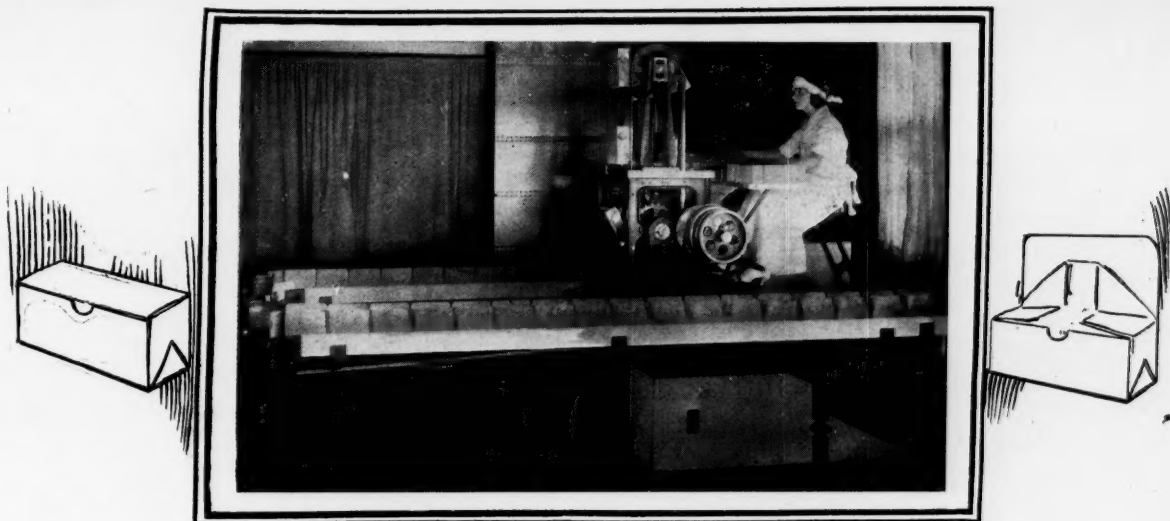
MP-Sept.

We are interested in:

() Rolls

() Sheets

() Pads



Achievement!

CREATING the supreme in Quality is an Attainment.

When the method by which supreme quality is attained makes it cost no more to buy—and actually less to use—the result is a real achievement.

Recognition of this achievement by Peters is seen in the widespread use of Peters Packaging Machinery by leading manufacturers everywhere.

Take the Carton Forming and Lining Machine illustrated above. This ingenious device takes the carton blank and a superimposed sheet of paraffine, parchment, tin foil or other protective material and simultaneously forms them into an open receptacle, inter-folding the lining with the flaps so that they become an integral part of each other, and locks the tucking flaps into place. This forms a smoothly lined receptacle without any projecting edges or folds. The contents are readily inserted without disarrangement of the protective liner. No adhesive is used in assembling the carton.

As with all Peters Machinery, simplicity in construction and operation means lower maintenance costs.

Fewer parts in motion require less power.

Multiple production—40 packages per minute—demands less labor and gives a steady flow of work. Being compact, it requires but little space.

The Peters line of packaging machinery not only lines and forms cartons, but folds, closes, wraps and seals. It will pay you to investigate this profit earning equipment.



The "Peters Package" has a continuous interfolded and inner-sealed protective lining which entirely envelopes the contents and makes a moisture proof, dust proof and odor proof housing, which guards the contents against all outside deleterious influences. The package because of its simplicity, because of its sanitary and protective construction is a real factor in increasing package business. Consult us for new merchandising possibilities.



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



MONITOR

Container End Stitcher

*In almost every line
of industry —*

Procter and Gamble Company
Soaps, "Crisco"
National Biscuit Company
Crackers, biscuits
Stewart-Warner Speedometer
Corp.
Auto accessories
Essex Rubber Co.
Rubber jar rings, specialties
American Sugar Refining Co.
Sugar
Continental Can Company
Tin cans
Swift & Company
Food products
Hazel-Atlas Glass Company
Bottles, lamp chimneys
T. A. Snider Preserve Company
Condiments, soups, canned goods
Cleveland Macaroni Company
Farinaceous products



*you will find firms
who know*

American Tobacco Company
Cigarettes, tobacco, cigars
Hecker-Jones-Jewell Milling Co.
Flour, cereals
Illinois Pure Aluminum Co.
Aluminum ware
Government Printing Office
Printed matter
M. H. McElwain Company
Shoes
Bradley-Vrooman Company
Paint, varnish
Beatrice Creamery Company
Butter
Stickney and Poor Spice Co.
Spices
Simmons Company
Metal furniture
William Wrigley Company
Gum

The Economies of the Monitor

Time and space are the most direct, noticeable saving from the use of the Monitor Container End Stitcher.

The Stitcher requires but four square feet of floor space, and can be located at the most convenient point for the delivery of cartons to packers. Folded cartons occupying but little space are stored along side the machine and Boxes can be stitched to meet requirements.

The cost of stitching the bottom of cartons is exceedingly low, the chief item being wages of operator—man or girl—who can stitch from 1,500 to 3,000 cartons daily.

Any Firm using 250 or more solid fibre or corrugated board boxes of any kind can use the Monitor with profit.

*Let us give you the details concerning the economies
the Monitor can effect in your packing room.*

LATHAM MACHINERY CO.

Builders of Wire Stitchers for Over 35 Years

1153 Fulton Street, CHICAGO

NEW YORK
461—8th Avenue

PHILADELPHIA
The Bourse

BOSTON
531 Atlantic Avenue



"The Dress of a Handsome Box."

WALTHER PAPERS

*In a selection of attractive
colorings and designs offer a
variety of very beautiful and
effective*

BOX COVERINGS

and

PACKAGE WRAPS



Samples on request.

Manufactured by

WALTHER & COMPANY, Inc.

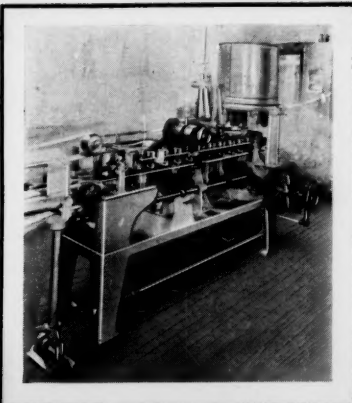
102-114 HARRISON STREET

BROOKLYN, N. Y.

Solving Package Problems is a **STOKES & SMITH** specialty

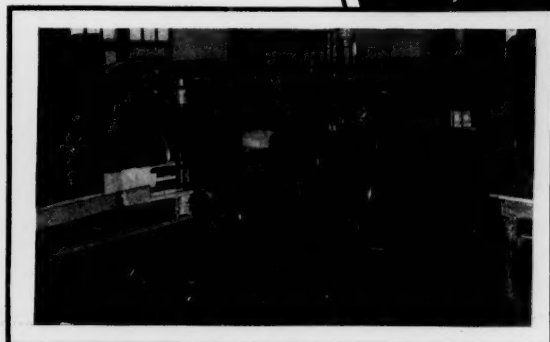
"PACK IT RIGHT"

The S & S Automatic Carton Filling and Sealing Machine is made in 5 sizes and is suitable for any size carton. The material may be measured by volume or weight, as desired. Almost any kind of material may be handled. Because of compactness and simplicity minimum space is required.



"WRAP IT TIGHT"

To have maximum sales and advertising appeal, the package should be tight wrapped by a S & S Automatic Package Wrapping Machine. The tight wrapped package consists of a plain carton to which is applied a paper wrapper spread with a thin coating of adhesive which adheres tightly at all points.



S & S Package Wrapping Machine automatically "tightwraps" 40 to 60 packages per minute. The "tightwrapped" package is tight sealed, non-sifting, vermin proof, strong and has powerful advertising value.

S & S Carton Filling and Sealing Machine bottom seals, fills and top seals 40 to 60 cartons per minute. Takes regular printed cartons or plain unprinted cartons which are "tightwrapped" subsequently.



The S & S "Tightwrapped" Package is used for many nationally advertised products, a few of which are pictured above. Adaptable for any product.

The modern package must be more than a container. It should maintain and proclaim the quality of the goods. It should supplement and link together the various forms of advertising and display. It should meet the following requirements:

- 1—Bright, full of color and distinctive in appearance, it encourages retail display.
- 2—Tight and strong, it prevents sifting and crushing.
- 3—Automatically handled at about 60 packages per minute from empty shell to wrapped package. Speed is essential to economy.
- 4—Ready to pack as delivered by wrapper.
- 5—Advertising value is increased. Printing and colors show better when printed on paper than on cardboard and the printing is not obscured. The tight label stays on the package until the contents are used.
- 6—Protected from air circulation and from change in moisture content.

7—Convenient for retailer and for consumer.

8—Requires a minimum of shipping and storage space and gives a maximum of advertising space.

9—Preserves the excellence and individuality of its contents.

Does your package have the above advantages? Unless it does you have a package problem to be solved. It may be that a slight refinement in the way the package is wrapped may make a big improvement. Stokes and Smith Company have solved package problems for many other manufacturers and this experience is at your disposal. Stokes and Smith engineers not only know the technical side but also the merchandising problems and the solving of both has built for Stokes and Smith Company an enviable reputation. Write for catalogs, samples or any further information desired. No obligation on your part.

STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LONDON OFFICE — 23 GOSWELL RD.

Progress



THE big need of this country today is psychological — the disposition to go ahead.

We have a vast ability to produce and consume the products of industry. Potentially, supply and demand are about evenly matched. The trouble is that people don't demand enough to justify industry in doing its utmost to produce.

The result is that a great amount of energy is spent in trying to get a lion's share of existing business—not enough is spent on trying to create the demand so there will be enough to keep everybody busy. All of which brings about a period of very keen competition. It means that everybody must work harder and accept less in order to overcome the resistance of a curtailed demand.

Demand is largely a created thing. The actual needs of people are but a fraction of the general demand. It is a simple matter to get along with less than one would like to have, so that when the public gets a streak

of economy the demand for everything produced is curtailed.

Advertising is a prime mover in creating business. It rouses people out of lethargy, makes them want to live more fully and to possess the means of living more comfortably and more enjoyably.

When sales are hard to get, those who have things for sale increase their efforts to sell. The harder they try to sell, the harder their competitors try to sell. But no amount of selling effort can create demand. It can only take advantage of the demand already created.

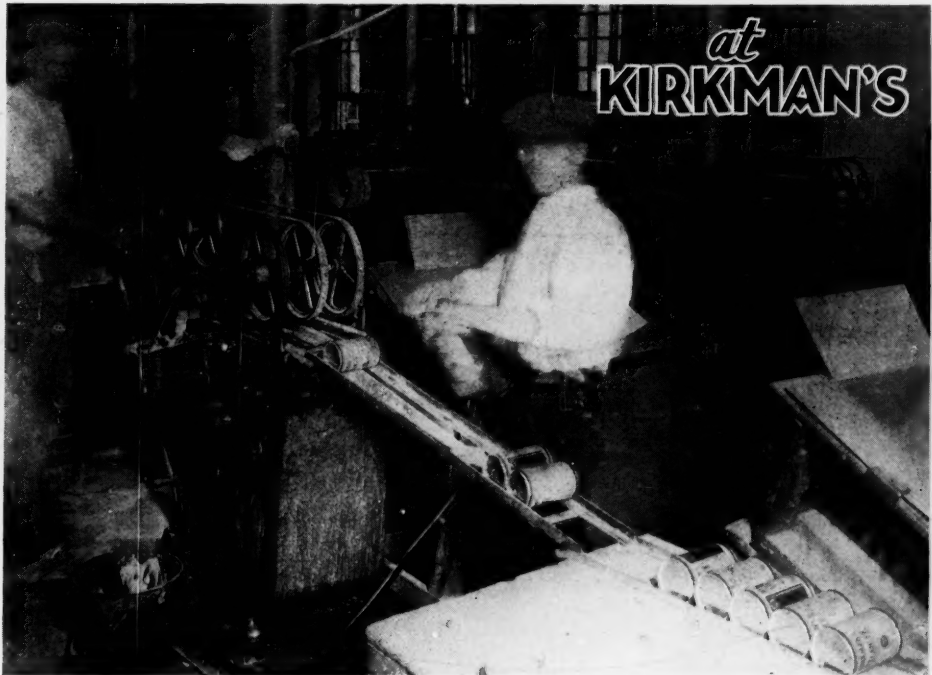
Advertising creates consumer demand. Selling connects this demand to supply.

MODERN PACKAGING reaches a substantial majority of those industries where packaging is an important operation. Your sales message, effectively expressed in this publication can overcome the inertia of competitive sales efforts and actually create a demand for your product.

Some of the
Styles & Sizes
Handled



BURT LABELER



Burt Labelers installed at plant of Kirkman & Sons, Brooklyn, N. Y., manufacturers of soap, cleanser and allied products, have always given satisfaction and lived up to their reputation for continuous performance.

This is an age of specialization. Twenty-eight years contact with labeling problems, specialization on just one thing, has developed the present Burt Automatic Labeler. This highly efficient machine, when supplemented by a Burt Mechanical Inspector and Caser, insures maximum savings in any labeling department. It eliminates at least two persons otherwise needed and does from 1/3 to 1/2 more work than is possible with a labeler alone.

In our years of experience we have solved hundreds of labeling problems. This experience is at your disposal. If your container is round, be it tin, fibre or glass, if you use labels, perhaps we can save money for you, by improving on your old method or suggesting a new method. We know of no better way to earn money for our customers than to save it for them. Send for further details.

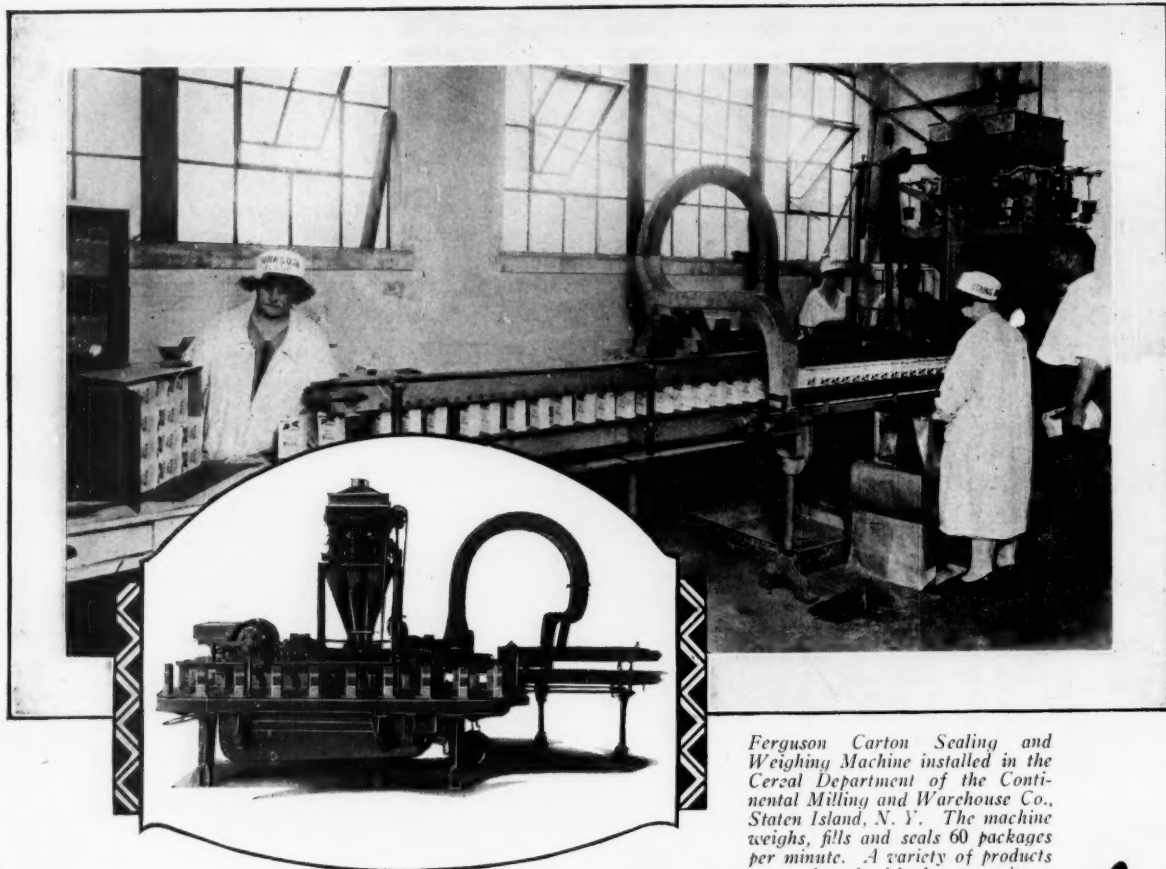
Midwest Office,
564 W. Randolph St.,
Chicago

BURT
MACHINE
COMPANY
BALTIMORE MD.

Sales Agencies:

New York City,
Ogden, Utah, San
Francisco, Hayward,
and Los Angeles, Calif.,
Seattle, Wash.

LABELERS, INSPECTORS AND CASERS FOR ROUND CONTAINERS



Ferguson Carton Sealing and Weighing Machine installed in the Cereal Department of the Continental Milling and Warehouse Co., Staten Island, N. Y. The machine weighs, fills and seals 60 packages per minute. A variety of products are packaged with the one unit.

Netting that *Extra Profit!*

Greater production
More accurate weights
Less men on the payroll
Commercially good packages

These are some of the important things effected by a Ferguson Carton Sealing and Weighing Machine for the Cereal Department of the Continental Milling and Warehouse Co., Staten Island, N. Y.

The most conservative cost figures, based on experience with Ferguson Machines reveal substantial extra profit, after deducting for depreciation, interest, maintenance, etc.

Without their Ferguson Machine this company would literally be throwing away thousands of dollars a year. How much is improper packaging costing annually in your plant? A Ferguson engineer can help you discover this. His estimate will be conservative. He will help you produce a better package—he will lower your unit cost—he will pave the way for that extra profit.

Ferguson Machines are in operation on such products as—

Coffee—Cereals—Sugar—Flour—Salt
Macaroni—Soap Flakes—Soap Powder
Grass Seed—Bird Seed—Garden Seed—etc.

Ask for a demonstration and call for a Ferguson Engineer.

J. L. FERGUSON CO.
 JOLIET ILLINOIS
 New York Office
F. E. HUH
 25 BEAVER ST.



MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1927.

VOLUME ONE
NUMBER ONE

NEW YORK, September, 1927

\$2.00 FOR THE YEAR
25 CENTS A COPY

The Making of an Outstanding Package

Color and Design of Utmost Importance in Planning "Dromedary" Packages. Linings, Carton Board and Machinery Used in Packaging Operations Required Careful Study

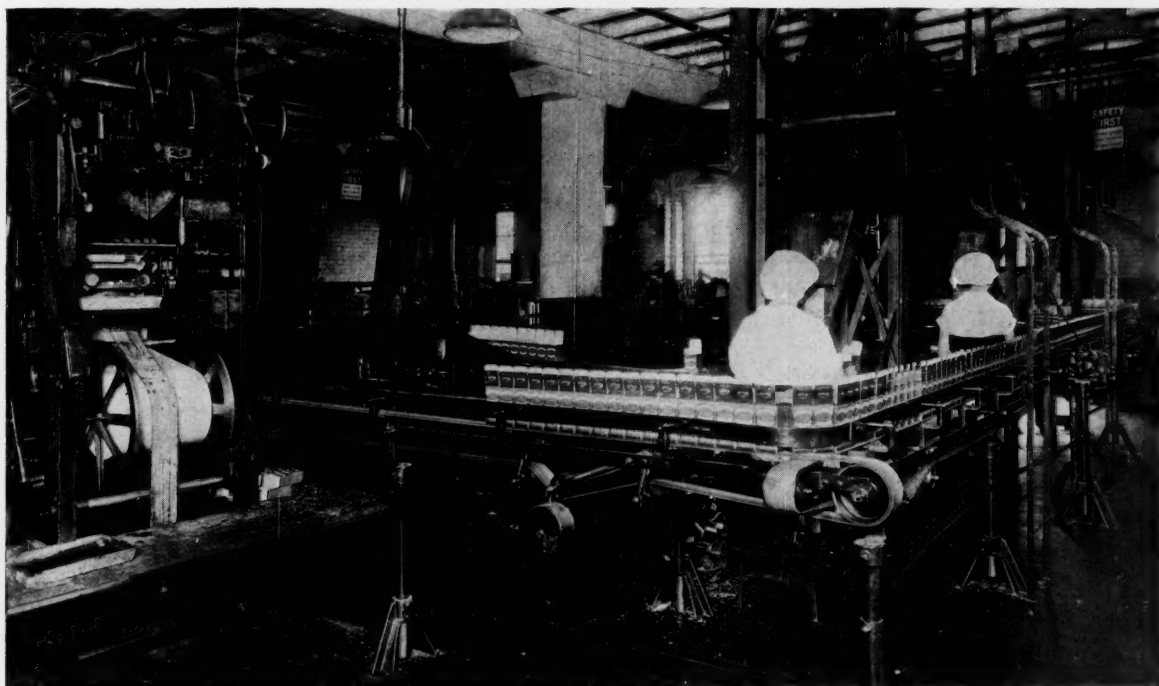
By D. E. A. CHARLTON

GILBERT AND SULLIVAN, in their fanciful opera, "Rudigore", include a song, the words of which are to the effect that "it really doesn't matter". Irving Berlin, too, while we are on the subject of popular ballads, combined a similar feeling of indifference in one of his recent productions, "What Does It Matter". These theories may be quite all right in melody but in busi-

ness, and particularly in the business of packaging, such is not the case.

The importance of the package in modern day merchandising is well exemplified by the experience of The Hills Brothers Company, New York. To them the package has been of significant concern; it has "mattered" and the development from the company's earliest use of a package to the present day is an interesting one.

A complete list of the products of The Hills Brothers Company includes dates, cocoanut, currants, raisins, citron and orange and lemon peel, which are packed for the market in the familiar "Dromedary" package, and cocoanut, grape fruit, pimientos and cranberry sauce in tin cans. In the packaging of the second group, a label, similar in design to that of the package, is placed on each can. The company's main



After being filled "Dromedary" lined cartons are conveyed to closing machine (left center). At left, lining machine

factory is in Brooklyn, with four smaller plants in Florida, one in Georgia and another in Bridgewater, Mass.—a total of seven in all. All of the products of the first group are packed at the Brooklyn factory under the supervision of H. Keyes Eastman.

The History of A Design

The adoption of the present, characteristic "Dromedary" design used on the package represents an interesting transition from the standpoint of the design itself as well as a consideration of merchandising requirements. The buying public today demands not only consistently good products, but that those products be presented in attractive form. Well blended colors, dis-

with more dryer to dry hard with the yellow, giving a sheen to the brown. Following the solution of that problem a new design was created which embodied the characteristics of the old packages with the newer ideas of package design. The present design is the work of Rudolph Ruzicka.

Another problem that required study was that of obtaining the proper linings for the packages used for the different products. It will be noted in the subsequent descriptions of packaging operations that varying combinations of waxed and glassine paper are used in the wrapping of the products. Cocoanut oil is very penetrating, so that it was found desirable to use a glassine lining in the packages contain-

erations previous to packaging. Suffice it to say that these are carried out in a manner which assures a uniformity and quality of product consistent with the high standards maintained by the company in the preparation of all of its products for the market. The prepared cocoanut, ready for packaging, is supplied to a battery of filling machines on the packaging floor, feeding through hoppers to the empty cartons.

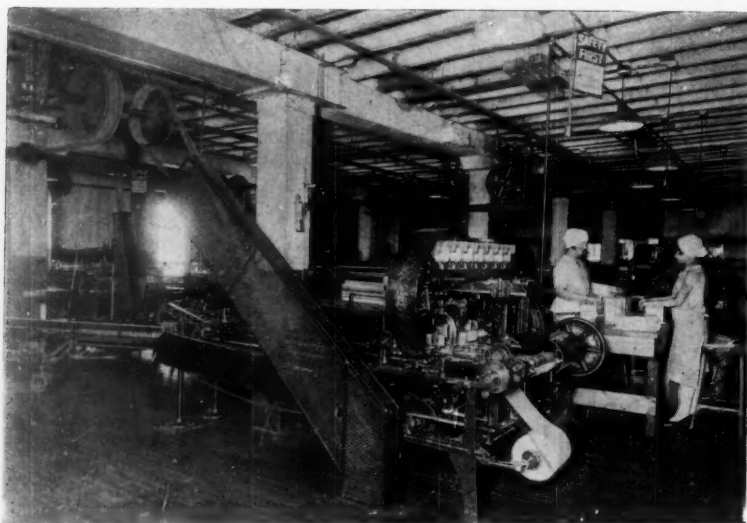
Cocoanut Packaging Entirely Automatic

In the packaging of the cocoanut two sizes, $\frac{1}{4}$ lb. and $\frac{1}{2}$ lb., are used and the operations in both are identical. However, separate batteries of machines are utilized for each.

Printed, knockdown cartons are stacked by an attendant in the reservoir of each cartoning machine and are fed automatically to an opening device which forms the carton. The bottom is then glued and dated and the carton passes by belt conveyor to a lining machine which inserts a glassine liner. This latter machine cuts and forms the liner from a continuous roll of paper, besides gluing the wrapper, side and bottom, before insertion in the carton. The cartons are then fed by belt to each of the filling machines mentioned previously. The filling is performed by a girl who places the lined carton directly under the spout of the hopper which delivers the amount required. The correct weight for the contents of each package is measured electrically.

The filled cartons pass along a belt to a closing machine where the projecting liners are folded over and the covers tucked in. A continuation of the same belt carries the closed cartons to a wrapping machine where waxed paper from a continuous roll is cut to size and placed around each box. The package, heat sealed along the seam and ends, is now complete. Following this operation the packages are placed by hand in cartons, containing 12 packages each, and are sent by chute to a lower floor. Here the smaller cartons are packed in corrugated cases for shipment.

Packaging of the other products at the Brooklyn plant combine manual and machine methods. In the packag-



Waxed paper wrapping machines complete the package

ing that product. In the packaging of dates, a wax paper is first used and that is followed by a wrapper of glassine before insertion in the package. A visit to the Brooklyn plant of the Hills Brothers Company offers an interesting study of a combination of hand and automatic packaging, due to the nature of the products handled. In both methods, cleanliness and dispatch are evident and one is impressed with the careful planning that characterizes each operation. The first view considers the packaging of "Dromedary" cocoanut. It is not within the province of this article to take into account the processes of opening, shredding and desiccating the cocoanut in the several op-

erations previous to packaging. Suffice it to say that these are carried out in a manner which assures a uniformity and quality of product consistent with the high standards maintained by the company in the preparation of all of its products for the market. The prepared cocoanut, ready for packaging, is supplied to a battery of filling machines on the packaging floor, feeding through hoppers to the empty cartons.

The filled cartons pass along a belt to a closing machine where the projecting liners are folded over and the covers tucked in. A continuation of the same belt carries the closed cartons to a wrapping machine where waxed paper from a continuous roll is cut to size and placed around each box. The package, heat sealed along the seam and ends, is now complete. Following this operation the packages are placed by hand in cartons, containing 12 packages each, and are sent by chute to a lower floor. Here the smaller cartons are packed in corrugated cases for shipment.

Packaging of the other products at the Brooklyn plant combine manual and machine methods. In the packag-

ing of "Dromedary" dates, for instance, the selection of the dates is made by girls who also arrange them in waxed paper wrappers. These packets are then carried to a wrapping machine where a wrapper of glassine paper is added. A cartoning machine inserts the wrapped packet in the carton.

Equipment Used

Cartoning machines: Pneumatic Scale Corp., Ltd.; F. B. Redington Co.

Lining machines: Pneumatic Scale Corp., Ltd.

Closing machines: Pneumatic Scale Corp., Ltd.

Wax Wrapping machines: National Packaging Machinery Co.; Ferguson & Haas, Inc., Package Machinery Co.

This is the first of a series of articles which will deal with the packaging of nationally known products. The design of the package, packaging operations and other considerations of importance to those directly concerned with the work of preparing merchandise for distribution will be featured.

—EDITOR.

Bundling Wall Paper for Export

"We would like to have you furnish us with information relative to bundling wall paper for export."

In reply to this inquiry a leading manufacturer reports: "We have done considerable export packing and our method is to pack approximately 400 rolls to a bale. We have a large baling machine specially imported for this purpose. Our method is as follows: After placing the small bundles in the baling machines they are pressed in the smallest possible circumference without breaking the rolls. While pressed they are tied with heavy twine and a waterproof paper and burlap is sewn on the outside. This makes the bale waterproof.

Another company supplies the following information: "Wall paper for export is packed either in bales or cases. The cases are lined with waterproof paper and the bales are well wrapped with waterproof paper and burlap."

Standard Size as an Economy in Packaging

Change in Net Weight of Contents Permits Use of Package Standardization for Certain Commodities Without Sales Losses

By F. E. HUH

THE PACKAGING OF FOODS and household commodities was formerly of such small consequence that little attention was paid to the standardization of packages. The result is that there are so many different sizes employed at present as to interfere with packaging costs as well as the packages themselves. To standardize various commodities as well as to prepare for additions to any line by using packages identical in size, changing the net weight rather than the size of the package. The face of the package has real advertising value, and this should be kept in mind when the package is designed, but design and size must be gauged to eliminate



Compare these "standard" packages with varying sizes shown at left

day the wholesaler finds a far greater demand for package goods in every form. Even the growers are forced to package their produce in order to increase sales. Packaged cereals are receiving preference in localities where bulk goods held sway for many years, and even foreign buyers who were accustomed to see what they bought have accepted the package idea.

What is the result? To meet conditions, producers and distributors are packaging or having their merchandise packaged in containers of every type of shape and size. Standardization has been disregarded with the result that the costs of such packaging in many cases have increased to a point where the producers would be better off if they had sold their merchandise in bulk.

It is not only possible but logical to

waste in the manufacture of the package as well as the packaging operation. Packaging machinery is expensive and making changes from one size to another requires time that must be accounted for in the ultimate packaging cost. Unless the packaging department operates continuously, which is possible only when a few sizes are utilized, packaging becomes expensive and is often prohibitive.

Little Concern of Buyer for Weight

There are numerous commodities, particularly in the grocery line, which vary little in cubic content and range in weight within three ounces of each other. There are more than twenty-five such commodities that could be packed in the same size of package with only a change in the net weight.

(Continued on page 39)

The Value of a Good Package

Beautiful Packages Not Only a Cultural Necessity But An Element of Commercial Progress

By DR. HANS PIORKOWSKI

THE ENEMIES OF FORM are no strange phenomenon and the sermon they preach is ever the same; the gist of the matter, they say, the true content is actually concealed by the outward form, which is nothing but deceptive illusion! It must be admitted, to be sure, that the great majority of superficial humanity is quite willing to be deceived, just for the sake of the fun in a pompous show. Truth and real progress, however, can be served only by strictly avoiding every illusion, so that the bare facts may be easily recognized by the willing observer. Every impulse received from the people rejects traditionary customs (which are in their opinion really mischievous abuses), and the reigning pretence. Yet when these lower classes attain to power in any way, they are usually quick to adopt the same forms and customs they had previously attacked! The truth of this peculiar reversion has been demonstrated on a grand scale by every revolution.

Such a confusion of emotions, opinions, and conceptions as this has luckily never become chronic in society. Instead we find a genuine respect for form expressed everywhere. The conception of form as such is, of course, not fixed, but is constantly developing and changing, and is gradually being recognized by greater masses of the people. Today form as such is essentially subordinate to the purpose. Catchwords like "new objectivity" have made their appearance. From this catchword alone it is clear that the devious paths which had previously been pursued are being abandoned now. Furthermore, the term "new objectivity" contains a criticism of past formulations whose meaning is by no means ambiguous.

The problem of a good package must not only be considered from this point of view. The package is not an in-



These cover designs for chocolate bars as well as the package at the top possess a desirable variety in form and coloring. Each carries a distinguishing mark which can be effectively used in advertising and sales display. Designs by Johannes Düssler.



These designs for cracker packages by Heinrich Mittag, Anne Koken and Joseph E. Margold offer a pleasing variety and originality that cannot fail to build good will for the retailer.

dependent work of art created to instill a "pure, objective pleasure"; on the contrary, it is meant to incite our desire to possess the article by its show of a quality and perhaps also by its originality. To achieve this aim the artist has a great many expedients at his disposal which we shall discuss in turn.

The wrapper, however, is not intended as an adornment of its contents but should serve the essential purpose of distinguishing the article from others of a like nature. The shape, colors, and materials help to make the outward marks of difference recognizable at a glance. In addition to these differentiating characteristics, which may be perceived at once by the eye, there are others of a different type.



The design and shape of these cigarette packages instinctively attract attention. Note the interior wrappings also the rounded corners. Designed by Professor O. H. W. Hadank.



Contrast these designs with those that seek to ornament the average cigar box. Unconsciously the buyer is made to feel that he is purchasing quality. From the designs of Richard Schwarzkopf.

For instance, the texts, illustrations, drawings, trade marks and so on, details which are introduced into the make-up of the package either as printed matter or otherwise. Together with this propaganda material must go the actual description of the contents, which should, however, be something more than an account of the contents, and can very well be prepared as a decorative feature. It would hardly be possible to prescribe the form this should take in every case. In general we may mention the following particulars as absolutely necessary: the name of the brand and any special significance for the article, the weight or quantity contained, the name and address of the manufacturer, and perhaps directions for use. As reinforcement to the whole it is very useful to add a few expressive illustrations.

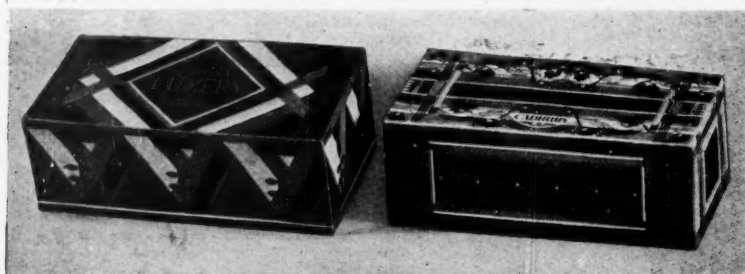
For these the finest motive is the article itself at rest or in use. Another appropriate subject is the illustration of the trade name of the article which, being very often a phantastic invention, lends itself to this purpose. Ornamental work, and pure designs may also be used with good effect for some articles.

The efforts made to attain the most perfect forms possible are not merely the result of stylistic principles or aesthetic motives. The instinct for self preservation in the great economic struggle also plays an important part

here. In social and professional life it is an indisputable fact that the leaders are men who not only possess knowledge and ability, but who also know how to make the most of these qualities by bringing them to bear at the right moment and in a suitable fashion. In the same way the article that is clothed in a tasteful garment will be sure to win over others of like quality. Beautiful packages are thus not only a cultural necessity but also an element of commercial progress. This last point is naturally of great importance in practise, for the first aim of the merchant is to advance his earnings by as great a turnover as possible. It is here that the right type of package must do its work. The word package is used here in its broadest sense. The external form of the package is of particularly lasting ef-



Tea, coffee, olive oil and fruit juice, packaged in the attractive containers shown, create a favorable impression with the housewife and directly impel sales. Designs by Johannes Boehland.

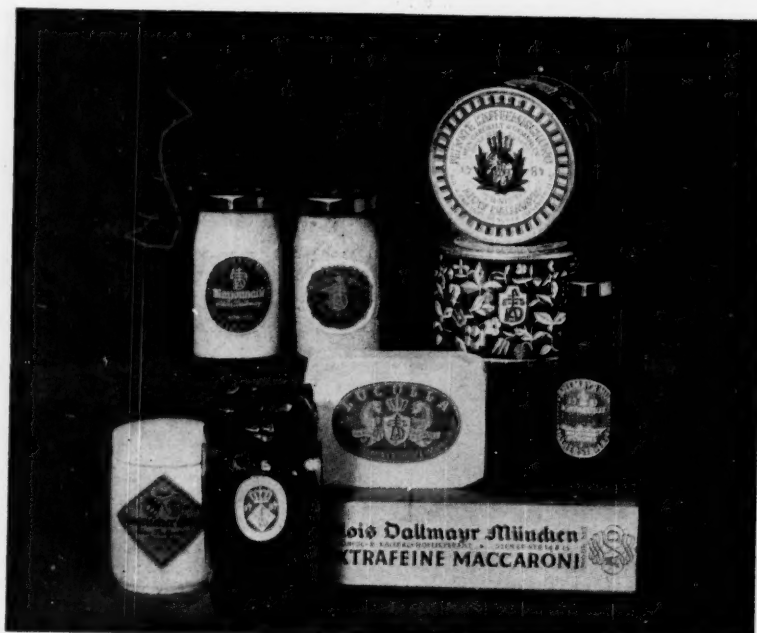


Shaded colors and angular designs afford effective and attractive displays as shown in these boxes designed by Hanne Maria Rudert.

fect, and the color shade is second only in importance. Shape and shade are comparatively quickly and easily impressed on the mind and are remembered without effort. The typical example of a package that is at once representative, impressive, and appropriate, is the Odol bottle—a form now known all over the world. Some years ago extensive statistics were taken in the German primary schools, which showed that the shape of the bottle and the pale blue color of the label were firmly fixed in the minds of the pupils. The bottle introduced by the Lingner Works has been such a success as an advertising force, that other cosmetic firms have been led to adopt similar designs. However, there have been few bottles designed with a shape that offers the compelling advertising possibilities of the Odol bottle.

Two other lines, cigarettes and chocolates, are instructive and inter-

esting in connection with the question of a good package. In both these lines competition is rather keen though the difference is slight at the same price levels. These factors, however, lead to animated advertising campaigns in which every possible means, practical as well as artistic, are used to increase the value of the article and consequently to render it more desirable. Cigarettes are sold in packages of cardboard



Distinctive lettering and labels characterize these food product packages. No doubt can exist as to the contents. Designed by Eugen Julius Schmid.



Milady seeks quality in her powder, perfumes and toilet water, but unusualness of design and the expression of good taste portrayed on the container also makes a strong appeal to her desires for possession. Designs by Prof. Ludwig Enders.

or tin. The cardboard package has the advantage of being cheaper but the tin packing is sometimes preferred, because the aroma of the cigarette as well as the other qualities are said to be retained better by the tin. Furthermore the keen competition in this industry has resulted in the production of original packing materials, and for very practical reasons. The claim is made that the finest cigarette will retain its full charm only when packed in certain exotic woods. This idea, when put into practice, served as a new selling argument and proved very effective in exclusive circles. Not only



A nicety of design creates an impression of cleanliness in these attractive soap wrappings designed by Wilhelm Metzger.



In spite of the aggravation one cannot but fail to be intrigued by the unusualness of design and markings shown in these brandy bottles. Designs by Walter Riemer.

does the shape of the package play an important rôle in selling an article, as the Odol example showed, but the material used for the package can also be a deciding factor in the sale. All these points must be taken into consideration, if the success of the article is to be lasting.

In the manufacture of chocolates, even more than in the cigarette industry, it is of the greatest importance that the form of the package, or indeed the very contents—the chocolate itself—possess variety. In this line the article with the greatest sale is no doubt the chocolate bar, put up uniformly in quantities of 100 grams. Since all the chocolate firms manufacture bars of about the same shape, "form" as a valuable distinguishing mark in advertising is completely elim-

inated for the various brands of chocolate show hardly a difference in size. It was a wise move to try a bar of different shape from the usual one, as one firm did by introducing the "Bonus-Zacken," a bar cut into zig-zag divisions, and packed in a corresponding wrapper. The weight and quality remained the same, but the shape and the wrapper were new. It was only natural that this novel packaging should form the basis for the entire advertising campaign undertaken by this particular firm.

A further result of the readiness with which chocolate can be moulded into different shapes, is the manufacture of unlimited fanciful forms. This

has laid an enormous field of activity open to artists as well as to those firms manufacturing wrappers and boxes. The public is not only ready to accept odd, new shapes but actually demands them. The competition in this line centers much more in the form and beauty of the package than in the quality or price of the chocolates. This example is typical of the force exercised by the external form and throws a sharp light on the enormous value of an excellent wrapping. The manufacturer who has realized the importance of having his products packed artistically and faultlessly, and who conducts his business with this in mind, is doing just what an efficient business man can do to advance the sale of his goods. Simply expressed it may be said that the value of a good package cannot be overestimated, and that it must be given ample opportunity for development in the general advertising programme.

This article, together with the accompanying illustrations, appeared in Vol. 4, No. 6 (June, 1927) of *International Advertising Art* (Gebrauchsgraphik) and is reproduced by special permission. The illustrations portray excellent examples of German design as applied to packages. Much of the effectiveness of the packages is of course lost through the omission of color in the reproductions.—EDITOR.

International Press Exhibition

The International Press Exhibition to be held at Cologne, Germany, May to October, 1928, is the first international undertaking of its kind. It will give an impressive picture of the educational and economic importance of the press in all its aspects and will be devoted to a comprehensive survey of all phases of the work of newspapers and magazines. The plan of the exhibition includes the following main divisions or departments: Daily newspapers, periodicals, book printing art, technical installations and auxiliary equipment, unions of the press, the German press in foreign countries, press and traffic, press and art, press and advertising, newspaper science, paper, photography and cinematography and the exhibits of foreign countries. The American committee of the exhibition is headed by John Clyde Oswald as chairman.

Standardization of Labels for Round Cans

Properly Fitting and Effectively Sealed Labels Not Only Serve as Good Advertisements for Merchandise But Are Economical

MOST of the trouble which is met in labeling can be attributed to the use of labels which are off size, improperly trimmed or printed, cross-grain or incompletely dried. The following suggestions will be found helpful and will save time in the mechanical application of the labels, making frequent readjustment of labeling machines unnecessary.

Avoid Short Labels

To determine the correct length of a label, add $\frac{3}{4}$ in. to the distance around the body of the can. It is generally known that wet paste on tin is likely to cause rust so that it is desirable to keep all paste between the two thicknesses of paper. For this and other reasons, experience has shown the inadvisability of using short labels, and in the interest of standardization the general adoption of the above rule is highly desirable for any size round, hermetically sealed, friction lid, screw top or slip cover cans.

Clearance in Width for Uniformity

To determine the proper width deduct $\frac{1}{16}$ in. from the distance between the can flanges. It is impracticable to calculate on labels fitting snug between the flanges, particularly on double seamed cans, because the distance between the flanges varies according to the adjustment of the individual closing machines. A full width label on a slightly narrow body will run up on the flange and fail to make a neat appearance. The slight clearance provided by adopting the above rule assures more uniformity in matching the laps of labels under varying conditions. On slip cover cans, the correct width is determined by deducting $\frac{7}{32}$ in. from the distance between the inside of bottom flange and the top edge of the lid.

The following are dimensions for standard size labels for double seamed cans of the sizes shown:

CAN SIZE	TYPE	SIZE OF LABEL
$2\frac{1}{8}$ in.x4 in.	No. 1	$3\frac{1}{8}$ in.x $8\frac{1}{8}$ in.
3 in.x4 $\frac{1}{8}$ in.	No. 1 tall	$4\frac{3}{8}$ in.x10 $\frac{1}{8}$ in.
$3\frac{3}{8}$ in.x4 $\frac{1}{8}$ in.	No. 2	$4\frac{3}{8}$ in.x11 $\frac{1}{8}$ in.
4 in.x4 $\frac{1}{8}$ in.	No. 2 $\frac{1}{2}$	$4\frac{3}{8}$ in.x13 $\frac{1}{8}$ in.
$4\frac{1}{4}$ in.x4 $\frac{7}{8}$ in.	No. 3	$4\frac{3}{8}$ in.x13 $\frac{1}{8}$ in.

Particular care should be used in trimming labels to avoid tapering; i.e., the packs being wider at the bottom than at the top. Each pack should also be trimmed uniform in width; i.e., not wider at one end than at the other as it is impossible under such conditions to match the laps at both top and bottom.

It is well to have the laps meet in some sort of a circle style effect rather than in a straight line because of the difficulty of trimming absolutely parallel to the border. A slight irregularity of matching at the border is not recognized with a circle effect design.

Embossing Should Be Even

On embossed labels, arrange the design so that the embossing is distributed somewhat uniformly over the label instead of being concentrated in one spot. Don't run it closer than one inch to the plain or lap end, although it may extend to the other end if on both top and bottom border as well as in the center. When embossing is placed in the center only, the thickness of the pack is increased at that point, thus giving the pack an unevenness which renders efficient control impossible without frequent adjustments. The embossing should not be "overdone" as this causes the labels to cling together, making it difficult to separate them. If embossing dies are cut with round corners rather than square labels will separate more readily.

White laps are more effectively sealed than either inked or varnished ones because any paste adheres less thoroughly to the latter. For this reason, label designs should only extend about $\frac{1}{16}$ in. longer than the distance

(Continued on page 40)

What Price Packages?

Proper Selection of Package and Machinery Secure Economy in Packaging Costs and Results in Increased Sales of Products. The Package as an Advertising Medium

By C. E. SCHAEFFER

Stokes & Smith Co.

THE WORD "PACKAGING" is used in a broad sense and covers many different kinds of packages and diverse methods of performing packaging operations. In this article, it is proposed to discuss

age on the other hand has many advantages. This package is tight, strong, non-sifting, weevil-proof and has unlimited advertising possibilities. The printing and fine color work now being used so much on packages shows

paper is used. The tight wrapped package wrapped by machine was introduced by the Stokes & Smith Co., about 1916. The term "tight wrapped" has been used for many years by paper box manufacturers for a paper box having its wrapper or label glued all over in contrast to a loose wrap box with a wrapper glued at the edges only.

Machine vs. Hand Wrapped

The tight wrapped paper box wrapped by machinery was better and cheaper than hand wrapped boxes so that it was believed that a package wrapped by machine would be better than a hand wrapped one. A package wrapping machine was, therefore, developed using the same principles in the paper wrapper or label and the gluing as for a paper box. This was



Examples of tight wrapped packages used by manufacturers of nationally known food products

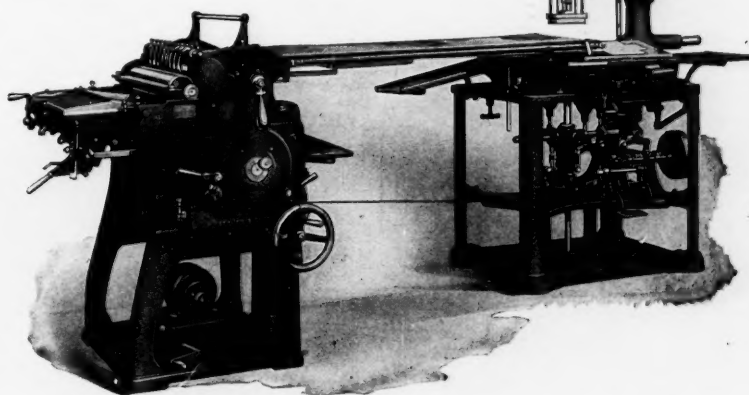
packages for food products and particularly their influence on sales and profits.

Rectangular packages may be divided into four groups: First, the ordinary printed carton, glue sealed on both ends or tuck ends folded in; second, the printed carton, wax wrapped or glassine wrapped on the outside; third, the plain unprinted carton, loose wrapped with a printed paper wrapper or label, and fourth, the plain unprinted carton, tight wrapped with a printed wrapper or label and known as the tight wrapped package. The latter is believed to be an ideal container for various food and grocery products and this opinion is shared by many of the foremost food manufacturers who have made increasing use of this type of package.

The printed carton is, of course, used extensively on account of its cheapness although it has the disadvantage of not being tight; the end flaps permit sifting and also allow weevils and insects to enter the package from the outside. The tight wrapped pack-

age up to excellent advantage on the paper wrapper or label.

With the tight wrapped package a plain unprinted cardboard carton is used. This carton can be made of a plain unfinished chip board, asphalt



Semi-automatic wrapping machine with automatic gluer (Stokes & Smith Co.)

lined board, glassine lined board, ciliated board, or almost any combination of board with inside coatings to give added protection to the contents. The wrappers are printed or lithographed and usually about a fifty-pound M. F.

a semi-automatic machine, hand fed, required an operator to feed the filled cartons to the machine and had a production of about fifteen wrapped packages per minute.

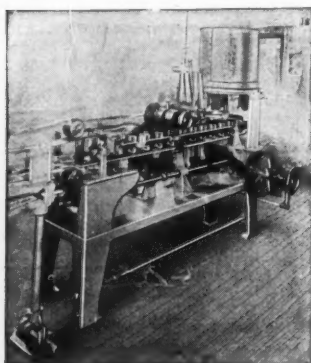
Later the demand was for more

speed and less labor so a fully-automatic wrapping machine was developed by the Stokes & Smith Co. which would take the plain unprinted filled cartons and automatically wrap them with a printed label.

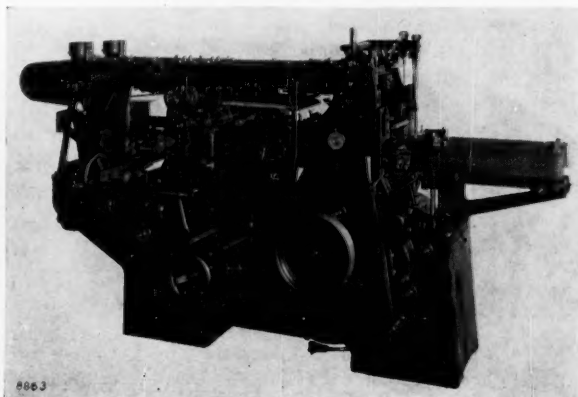
In the automatic package wrapping machine the cartons are filled and

carton feeder. This machine is now coming into use because of the larger demand for the unprinted carton. These knocked down cartons are automatically fed into the bottom sealer by a carton feeder. One of these machines as made by the Johnson Automatic Sealer Co. feeds the cartons

pletely overcome by duplex or quadruplex fillers and weighers which keep down the speed of these operations without slowing down the others. Such a filling machine as made by the National Packaging Machinery Co., is illustrated. This may be coupled to bottom sealing and top sealing ma-



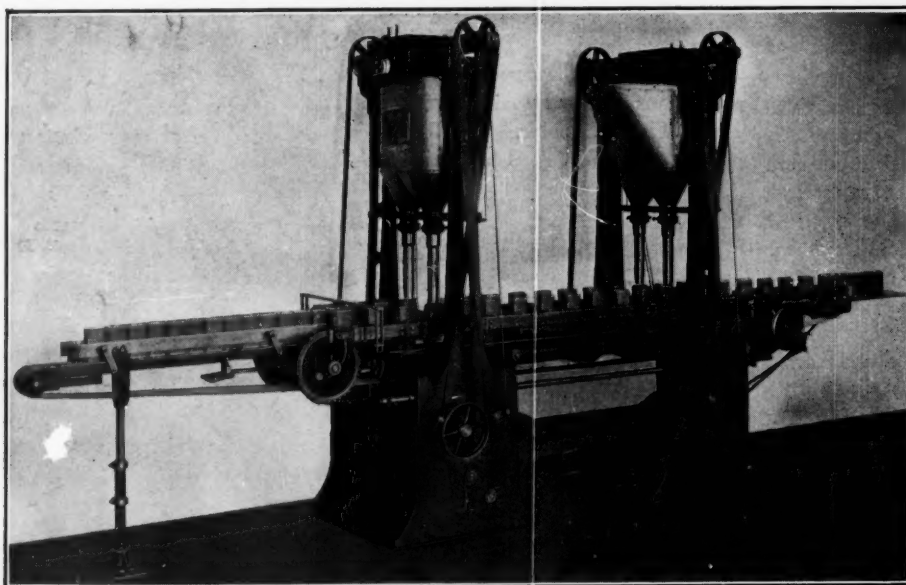
Left: Carton filling and sealing machine that bottom seals, fills and top seals 40 to 60 cartons per minute. Right: Automatic package wrapping machine (Stokes & Smith Co.)



sealed in the same manner as ordinary printed cartons. For this operation there are many different kinds of carton filling and sealing machines ranging from the semi-automatic, hand fed machines at fifteen per minute to the high speed, full-automatic machines at sixty per minute. If desired, even

from the flat. If cartons of this type are used, they are purchased from the carton manufacturer without having the longitudinal seam glued. The knocked down or flat cartons must be carried to the carton feeder by the operator, but from this point to the final wrapping the package is carried

chines made by the same company. Another way to avoid difficulties of feeding at high speed is to measure by volume instead of by weight. This may be done with surprising accuracy. A complete machine for carton feeding, bottom sealing, filling by volumetric measurement and top sealing



Four station or double tandem weigher for handling 60 packages per minute (National Packaging Machinery Co.)

the cartons themselves may be made by the food manufacturer. A machine is manufactured by the J. L. Ferguson Co., which automatically makes the plain carton from a roll of chipboard at a speed of about 180 per minute and delivers it ready for the

on belt conveyors from one automatic unit to the next in line.

Measuring With High Speed

When operating at high speed the filling and weighing has presented some difficulties which have been com-

is made by Stokes & Smith Co.

Various kinds of liners may be used on the inside of the cartons such as glassine, parchment or wax paper according to the requirements of the product itself.

The development in machinery

used for packaging during the last few years has been extensive and it is difficult to foretell what the future will bring forth in the way of automatic packaging machinery.

Package Should Be More Than Container

Although machinery performs an important function in the packaging of goods, the package itself plays a most significant part. The style, characteristics and color of the package

effective use of the package. A few years ago the individual manufacturer personally knew his customers and the consumers of his goods and needed no one to tell them about his product and its particular advantages. Today, with large corporations and wider distribution, there is seldom any possibility of personal contact between the manufacturer of foodstuffs and those who eat them.

There are, however, excellent substitutes for this contact—the brightly

and a reputation. How much easier it is to make an attractive window display with packages than with material in bulk. If particular care has been taken in the choice and making of the package, the retailer is more anxious to show the product and place it prominently in his window and on his shelves. The package is necessary to successfully bridge the gap between the manufacturer and the consumer. There are many reasons for distribution in packages rather than in bulk.



Wrapping machine (Stokes & Smith Co.) taking packages from filling and closing machine (J. L. Ferguson Co.)

often determine the success or failure in marketing any product. Where there is keen competition, even small modifications of either package or goods influence the consumer for or against the product. The package has been frequently considered as a container only to carry the goods from the factory to the home. But it is much more than that. Present-day methods of advertising and display have made possible a broader and more

colored magazine page, the newspaper, the card in the street car, the well dressed show window, and advertising by mail. All of these in some degree take the place of the personal contact between buyer and seller. How much less effective would all of these be without the package which ties them together and brings clearly before the mind of the customer the trade name and quality of the goods? The package gives the material a name

There are all of these and more calling for the best sort of package, one which will add to sales.

Realizing the important place which the package has in advertising, selling and distribution, no effort should be spared to increase its effectiveness and to secure the package, best for protection, finest in appearance, and having maximum advertising possibilities. The cost, of course, must be taken into consideration. While many would

charge to advertising all that was spent on a better package, the expenditure must bear a proper relation to the result expected.

Package Should Retain Quality

While discussing the container it has been assumed that the manufacturer is making a determined effort to have the quality of his product unquestioned. The excellence of the material inside of the package is first in importance. The same quality of goods which is in the package as it leaves the factory should reach the customer with little if any deterioration. The customer expects that package goods will be better than those sold in other ways. If, on account of an inferior

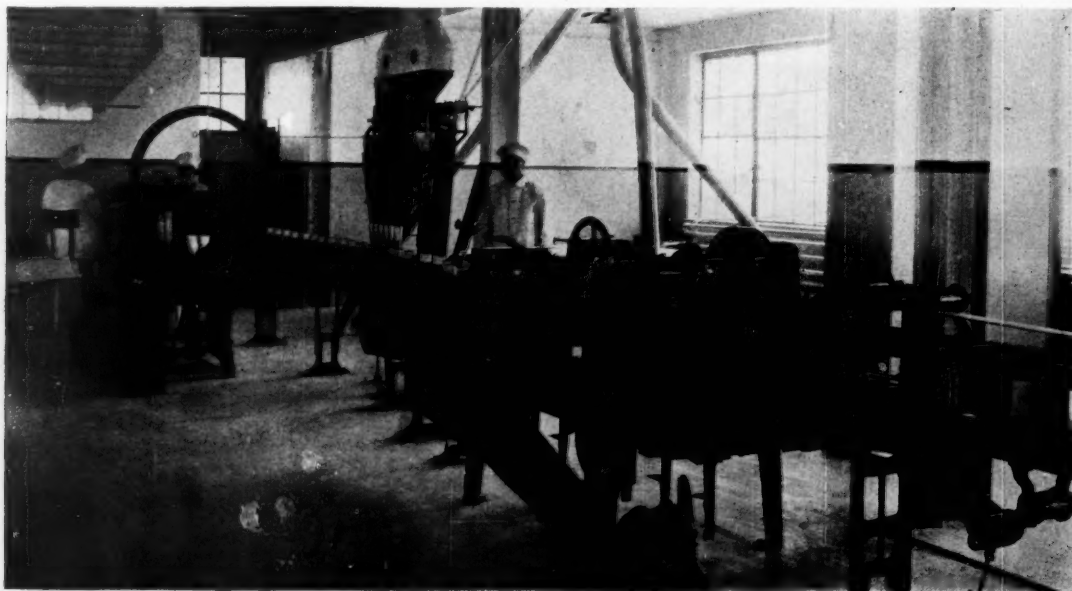
chinery. Some are wasteful of storage and shipping space. Many food products, therefore, are inadequately packed. Knowledge and forethought are necessary in choosing a proper container. Quality comes first, but the package must preserve the quality so that customers will buy again and again. The package itself must be so made that it will indicate the quality within. If it is poorly designed, improperly colored or badly wrapped, the package gives the impression that the contents lack merit.

Contents Judged by Package

It has been said that to make a sale one must first secure the attention of the prospect, then his interest and

certain brand and the wish to try it often result from an old customer's suggestion that she will find it satisfactory. She has it in mind to buy but if the goods are not noticeably displayed and, therefore, easy to ask for, the chances are in favor of her purchase of a competitive brand which is prominently displayed in a striking package. The contents are judged by the package.

As the knowledge of the brand becomes more general and the demand more insistent, the purchase should be made easier; otherwise, the "just as good" package will get the benefit of the publicity. Both old and new customers expect the quality of package and contents to be improved wherever



Carton filling and closing machinery installed in a salt plant (Johnson Automatic Scaler Co.)

type of package, the customer finds the contents spoiled, he goes to a competitor for his next purchase. The finest products in the world, in spite of the care which the manufacturer may have taken, will disappoint the user unless they have been so packed that they reach the consumer with all the original excellence.

The variety of packages now in use for the distribution of food products is concrete evidence that many have been continually searching for a package to give the highest degree of protection. Unfortunately, some of these containers have not accomplished the desired result and are expensive and difficult to handle by automatic ma-

finally create the desire, all before the prospect will take the action necessary for the purchase. The retail buyer of food stuffs is usually a woman. She notices and is interested in beautiful and dainty things. A fine appearing package even with an unfamiliar trade name catches her eye, and if the advertising has been thoroughly done, it is probable that the form and color of the package are already familiar to her. She may never have seen the package yet she recognizes it instantly. So the package frequently secures the new customer. The quality is remembered and repeatedly ordered provided it has been made easy to ask for and convenient for use. The interest in a

possible. Some manufacturers saying to themselves, "Let well enough alone," have seen other companies pass them by because of superior quality, greater convenience of use or purchase and because of a distinctive package which brought the goods to the user more conveniently and in a better state of preservation.

Selecting the Package

Granting the importance of the package in the preparation of food products for distribution how shall it be chosen wisely and well? There are so many kinds and sizes, real evidence that other minds have tried to

(Continued on page 36)

Fancy Papers and the Art of the Package

The Attractive Package is Instinctively Chosen in Preference to Those of Indifferent Appearance

By HARRISON ELLIOTT

Japan Paper Co.

THE OLD APOTHECARY who, before the era of cheap wrapping paper, put up his ancient powders in leaves torn from an early printed book brought to his store in haste a book-seller who anxiously inquired the source of the apothecary's wrapping stock. This artless purveyor of drugs employed a distin-

The art of attractive wrapping has been fostered extensively in this country. Over a quarter of a century ago the possibilities of the richness and quaintness of the rarer papers made in Japan were forseen and the fascination of other old-world papers that reflect the charm and national characteristics of the countries of origin was

realized. Today importations are made from fifteen European and Oriental countries of papers ranging from the finest tissue to heavy substantiated papers in numerous colored designs particularly suitable for lining, covering and wrapping. There is a demand for fancy wrapping papers not only by wholesale purchasers but also by the small consumer. The latter has, to a large degree, been responsible for many new and novel uses for fancy papers which have broadened the field.

The utility of fancy papers in furthering the art of the package as a factor in business building is now recognized in practically all lines of merchandise where the use of the paper container is possible. Homeliness or the not-handsome-but-good theory has fallen into disuse and become antiquated as a sales argument. With so many products differing little fundamentally, it is natural that the attractive package will be instinctively chosen when on display with others of indifferent appearance. Many articles



Austrian tissue with playing card motif on red background

guished, if not distinctive, wrapper with a direct appeal. But he displayed little intelligence in the furtherance of a practical idea wherein was the germ of the attractive wrapper as a sales appeal.

Although the use of fancy papers as decorative material artistically applied for commercial purposes was not original with the gift-shop, that feminine touch to trade was instrumental in advancing the art of the package beautiful. A gift daintily wrapped is enhanced in sentimental value and a tasteful setting is always significant of thoughtfulness and becomes something beyond mere intrinsic value.



French tissue, conventional design in gold and pale green on black background

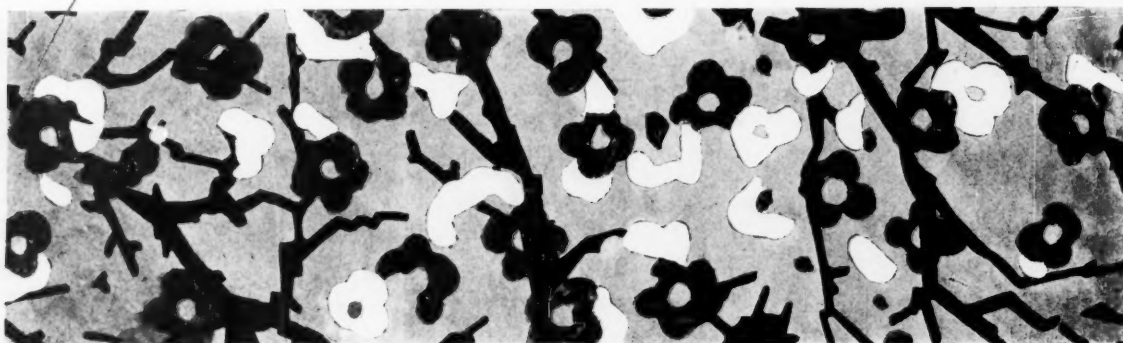
which today encounter the keenest competition owe their prosperity to nicety of presentation and an offering in a setting of true artistry. The small shop which shows the influence of the interior decorator and the palatial department store both call for wares displayed in high class wrappings of tasteful and exquisite fitness.

Beauty of color in the wrapper has its appeal, sprightly hues convey a sense of freshness and rich and sub-

dued tones are significant of quality. An observance of this psychology of color will impart something more than mere prettiness. Advertising to create prestige finds a re-enforcement in the effectively designed package suggestive of refinement and elegance. The trade-mark value of originality of design and color scheme is now engaging the attention of well-known artists and designers on whose art depends the popularity and sales success of some

of the most widely advertised commodities of the day.

Merchandising as exemplified in modern packaging now demands a high degree of artistry from the manufacturer of fancy papers. New color effects and designs are constantly being introduced to supply attractive material for a vehicle which must have a higher function than mere serviceable protection to the commodity that it carries—namely, desirability.



French tissue, hand blocked design in bronze, silver and black on robin's egg blue background

Mailing Packaged Samples

IN the mailing of sample packages liquid products, such as pharmaceutical specialties as well as tablets and capsules, one of the considerations is the prevention of breakage. This is likewise true of fragile articles, instruments and similar packaged goods. Neatness, sanitary appearance and economy are also desirable.

For these purposes it has been found by many prominent manufacturers that



the use of Kimpak crepe wadding (pure cellulose wadding) has been successful. This material fulfills postal requirements for absorbent packing as it almost instantly absorbs sixteen times its weight in moisture. Its resiliency is such that the bottle or package withstands the shocks of travel. For pack-

ing delicately made items such as radio tubes, surgical lamps, etc., it has withstood severe laboratory tests and in actual use has practically eliminated breakage. At the same time Kimpak assures a neat appearance to the sample when it arrives at its destination. Kimpak is manufactured by the Kimberly-Clark Co., Neenah, Wis.

Packaging as a Business Builder

BUSINESS history—facts which outline the advancement of commercial enterprises from humble beginnings, through development stages and continual progress, to greater achievement—is always of interest. In an attractive little book, "The Lengthened Shadow of a Man", written by William K. Embleton and privately printed by the Pneumatic Scale Corporation, the author has sketched the progress of the Wm. S. Scull Company, Camden, N. J., producers of Boscul rice, tea and coffee. Established a century ago by Joab Scull, the business has been continuously and successfully carried on by generation after generation of the same family. The part which packaging plays in this suc-

cessful enterprise is brought out in the following paragraphs.

"The tea and rice go through their own particular cleaning process. Each commodity is then passed through chutes to the floor below into rooms equipped with automatic machines especially designed to package the products in a modern, sanitary manner.

"Coffee is packed in tins by a vacuum process. The coffee is brought to a series of machines by gravity. The first machine accurately weighs the proper amount into the tin and it is then carried on a moving belt to the 'crimper,' which fastens on the lid, and then to the vacuum sealing machine, which pulls out the air to a full 27-in. vacuum and tightly applies and seals the cover.

"The tea ball machine functions in a fascinating manner: The pure gauze is taken from a large roll, cut to proper size, the exact amount of tea is accurately measured into the piece of gauze, it is then formed into a pouch, tied with a string, and the familiar 'Boscul' identifying tag attached to the end of the string—all these various operations continuous and fully automatic."

The Development of Automatic Wrapping

Originally Limited to a Few Articles, Automatic Machines Now Package Multitude of Products, Assuring Standard Appearance and Maximum Protection at Minimum Cost

By ALDEN FRENCH

Package Machinery Company

NOT MANY YEARS AGO, soda crackers, prunes, tea, coffee and other food products sold in bulk, led an uninteresting life in the bins of the merchant's store. They had no name, no trade-mark—they were orphans in the world of commerce. They were dished out into a paper bag with a tin scoop when a customer came in to buy. Go into a grocery store now and see these same products on the shelves! Gone are

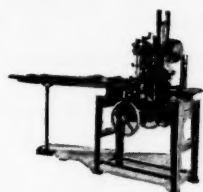
Adams Chewing Gum Co., now a part of the American Chicle Co. This machine turned out 20 sticks per minute, a speed which the manufacturer said was entirely too fast. This rate, however, was gradually increased to 40 and not long afterwards to 60 sticks per minute.

About 1907 a machine was built for wrapping rectangular cakes of laundry soap. It was designed for the simplest form of wrapping, namely, putting a single wrapper around the package. The first advance was in using two wrappers, an inside dry waxed liner and a printed wrapper on the outside. The machine was crude and noisy and it frequently broke down but it would wrap the soap, turning out about 40 or 50 cakes a minute.

From this simple beginning rapid strides were made and at the present time intricate wrappings are made by automatic wrapping machines for many different industries. In the soap industry such complicated types of wrapping as are seen in Cuticura Soap and Woodbury's Facial Soap are accomplished easily and rapidly. The soap

to be packed. High speed machines for laundry soap are now available which turn out 200 cakes a minute, wrapping the soap in a double wrapper and gluing the ends.

The chewing gum industry is an excellent illustration of the accomplishment of automatic wrapping machines in making possible such a tremendous production at a low cost. The latest type of gum wrapping machines used by the largest gum manufacturers, turns

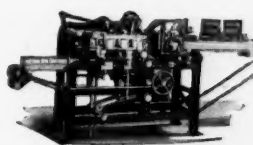


Machine which wraps small cartons in printed or plain wrappers, 90 per minute

the barrel and tin scoop and in their places are the carton and the tin attractively wrapped in a bright label, displaying prominently the trade mark name of the package and the name of the manufacturer.

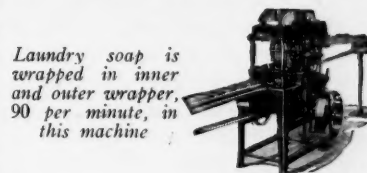
This is indeed a change from the old way, and what an improvement! The buyer knows what he is getting—and he gets it in a convenient form of package, well wrapped and so carefully protected that the goods are as fresh when opened as when they left the factory. An entirely new production problem has resulted from this change. Naturally the costs of putting up products in separate packages are much higher than when they are sold in bulk, and these costs would be prohibitive were it not for the development of automatic machinery.

The art of automatic wrapping is of comparatively recent origin. In 1903, a machine was developed for wrapping single sticks of chewing gum and was installed in the factory of the



This model wraps cartons in printed or unprinted wrappers, attaching separate end seals, 65 per minute

is inclosed first in a piece of cardboard, then a folded circular and next a single sheet circular, all of which is fastened firmly around the cake with a sticker which is automatically applied by the machine. This package is then wrapped in a printed wrapper which is glued and the soap is discharged, ready



Laundry soap is wrapped in inner and outer wrapper, 90 per minute, in this machine

out 500 sticks a minute. The sticks are grouped into packages containing five sticks each. Each stick is wrapped first in foil or paper with a band around it. The five sticks are automatically assembled, wrapped in waxed paper, the seams being sealed by heat, and the completed package wrapped in a printed band. The machine is capable of turning out a ton of gum a day with only two operators. The saving in hand wrappers and in floor space which is effected by this machine, to say nothing of the fact that the machine does the work better and neater are indeed noteworthy accomplishments.

The tobacco industry has proven one of the largest users of automatic wrapping machines. Most of the well-known cigarette packages are wrapped in transparent glassine paper which not only protects the package but improves its appearance and shows the buyer the care which the manufacturer has taken to insure his product reaching the consumer as fresh and clean as when it

left the factory. This glassine wrapper is put on by an automatic machine at the rate of 100 a minute. The same type of machine has been adapted for wrapping packages of smoking and chewing tobacco in wax paper, sealing the seams by heat. Cigarette cartons and cigarette packages are also wrapped automatically, the machines playing an important part in production by turning out the goods at a high speed and keeping costs at a minimum.

Perhaps the most difficult of all articles handled by automatic wrapping



This machine performs three operations, shaping, cutting and wrapping candy kisses, turning out 150 per minute with only one operator

machines are the products of a large bakery. Packages of crackers, both square and round, are sold in cartons. Generally speaking, the crackers are packed by hand into boxes, then wrapped by machine and finally packed by hand into bundles containing a dozen or so cartons. Recent developments, however, have greatly improved the packing methods, eliminating much of the hand labor by substituting automatic machinery to pack and wrap the crackers.

Bundling Machines Offer Economies

Such products as tooth-paste, cracker cartons, and shaving cream, which are packed in units of six or a dozen and shipped in cardboard boxes, can now be wrapped by an automatic machine in heavy kraft paper. In this way considerable savings are effected both in hand wrapping costs and in the cost of materials. Paper is far cheaper than cardboard containers. Bundling machines are used for cigarette boxes, match boxes, baking powder and ginger snaps. Manufacturers are continually realizing the great economies which an automatic bundling machine will effect and many of them are adopting this new method for handling their dozen lots.

Soft iced cakes fresh from the icing machine must have some sort of wrapping. When the cake bakers were asked if they would be interested in a

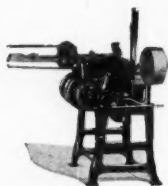
machine to do this work they said, "It can't be done". But they were wrong. Practically all of the large cake bakers are now using automatic wrapping machines for their box cake and for cup cakes, wrapping them in waxed paper and sealing by means of electric heaters. The machines handle the cake so delicately that they do not mar the frosting and they wrap evenly and securely the ordinary run of the cutting machines. Plain wrapped slices sell much better when the wrapper is securely sealed in place. Where the cakes are also to be cartoned by machine it is doubly important that the waxed wrapper be firmly sealed.

For packages which need protection from moisture as well as from dust and dirt, the double wrapping of waxed paper and a printed label is ideal. Tandem machines are available for applying this duplicate wrapping—the packages are fed through two machines instead of one. Waxed paper is applied first and heat sealed and then the printed wrapper bearing the maker's trade mark, is put on. Tandem units such as this are electrically controlled to minimize supervision and prevent jams and breakage.

Automatic Equipment Solves Production Problem

The industries mentioned above are only a few in which automatic wrapping machines are used. Candy, clothespins, collars and cuffs, face powder, razor blades, shaving cream, toothbrushes and yeast are a few of the others which have adopted automatic equipment as the only solution of their production problems.

The machines for turning out the sort of work already described are con-



This model wraps hotel soap or chocolate bars at the rate of 75 per minute

stantly being improved. A recent development is a device for controlling the feeding of the paper. On many machines the paper is not fed into place unless a package comes through to be wrapped and this step eliminates unnecessary jams and in many cases

means that one less operator is necessary to supervise the work of the machine. On the types used for wax wrapping and heat sealing, thermostats control the hot plates, not so much to conserve electricity as to keep the heaters at a constant temperature. Another automatic device prevents the burning of a package in case the machine stops, and still another throws out the clutch in case there is a jam. Great advances have been made in recent years in developing the sort of wrapping machines that the manufacturers want and the use of machinery of this kind is spreading rapidly throughout the world. Many a manufacturer has been able to establish a new product by using the right form of package and there, in a nut-shell, is what an automatic wrapping machine does. The packages which it turns out are right. They have a splendid appearance, they are well protected and made at a minimum cost.

Hosiery Package Measurements

Package measurements are dictated to a greater or less degree by the contents thereof. The manufacturer who designs a package for women's stockings works on a scale that permits considerable latitude—the packaged product requiring, of course, less space in deflated form than when the article is in actual use. To enable a more exact estimate of the dimensions of such a package, the following measurements have been given publicity by the National Hosiery and Underwear Exposition as the result of a contest to determine the most symmetrical pair of legs in the United States: Ankle, 9 in. around; calf, 14½ in.; and knee, 14¼ in. From these figures it should be possible to make the necessary calculations for a suitable container of stockings—enlarging or reducing the size according to customer demand.

The Dennison Manufacturing Co., Framingham, Mass., manufacturer of paper goods, has commenced the erection of its proposed new plant unit. The building is to consist of five stories, 70 ft. x 105 ft., the cost being estimated at \$100,000 including equipment.

Color Trends in Packaging

Attractive Wrappings in Brighter Hues Solicit Greater Attention. Visibility of Packaged Goods Often Desirable

By F. J. BYRNE

E. I. du Pont de Nemours & Co.

A MERICAN INDUSTRY is entering into a use of color which is opening up extensive and hitherto undreamed of sales possibilities. The fashion world has of course long been familiar with the possibilities of harmonious hues, in fact, color has been one of its chief selling points. It is only lately however that the proper use of color has been extended to other articles in such a way as to actually create sales.

How great are the possibilities of color? How much business can be created with it? How can it be handled in such a way as to obtain the fullest benefit from it? These are some of the questions being asked by executives who have come face to face for the first time with the possibilities that the proper use of color suggests. There are interesting stories told of business successes which seem to be due entirely to color. Last year one of the leading motor car manufacturers designed and placed on the market a brougham type machine which was a splendid example of the automotive engineer's skill. It was finished in a dark, sedate color. To the surprise of everyone sales of this car were decidedly sluggish. A color expert was called in. "No wonder," he said. "You have a brougham type of car finished in a color which would do credit to a funeral hearse. The brougham is a type which has a personality all its own. It calls for color. It is not a formal car. Its spirit is more nearly akin to the sports type of motor. It should be finished in a bright cheerful hue, something which will suggest its informal spirit." The advice was taken and a new finish of an attractive, light color placed on the car. In a few weeks sales were moving forward by leaps and bounds.

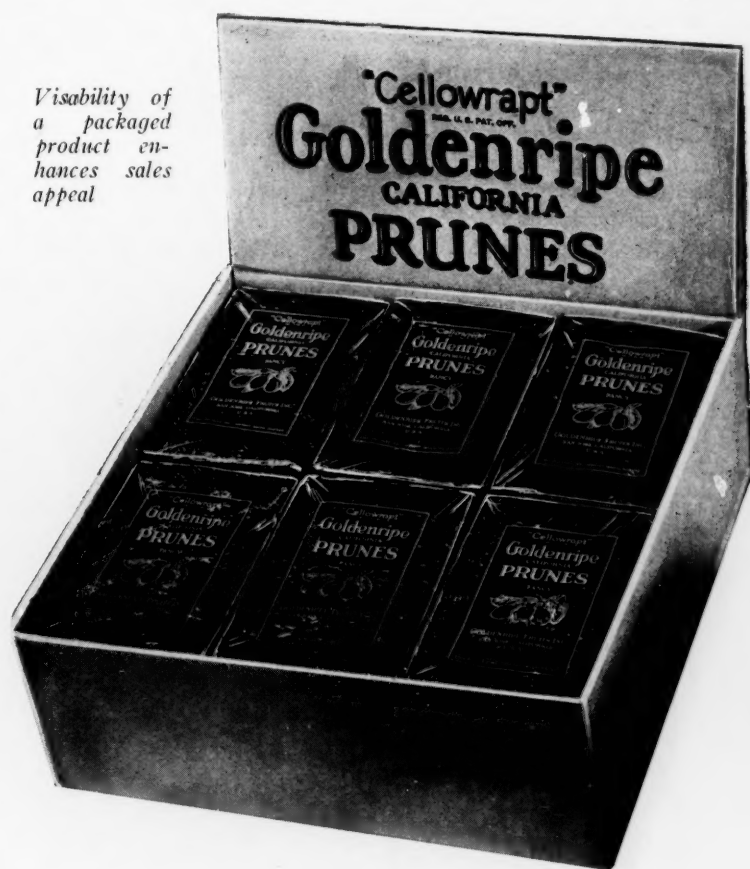
The same color sense was applied

recently in the case of a large Eastern laundry. This laundry, located in a fashionable neighborhood, served an exclusive clientele but experienced the same difficulty in registering itself on the minds of the men of the household that every other laundry does. Men's dress shirts were delivered

The plan worked and that laundry was able to get over to the man of the household its identity and enlist his interest.

But the use of color goes beyond attractiveness, it enters the domain of psychology. "What can I do to increase the sales of my vacuum

*Visibility of
a packaged
product en-
hances sales
appeal*



wrapped in tissue paper but with no conspicuous mark about them. In order to register with the men whom the laundry served, a special wrapping of cellophane of a bright color was used with the crest of the laundry stamped on it, so that when a man took a shirt from the drawer, the package received more than passing notice.

cleaner?" a manufacturer recently asked a color expert. The sales of the product were falling off. The cleaner appeared to be heavy so that a mere glance at it by a tired woman tended to create a feeling of dismay at the thought of carrying it upstairs or having it stand around after the work was done.

The expert determined, if possible, to use color in such a way as to remove this mental hazard on the part of the housewife. Two harmonious colors were chosen. The bag of the machine was a light blue gray. The handle merged into this bag through the use of color and the whole was made to appear bright, cheerful and more or less like a plaything. The mental hazard was thus overcome.

Let the Customer See the Goods

In packaging, the widest expressions are being given to colors. Individual packaging has now found its way into nearly every trade. Even the meat, fish and baking industries are developing more attractive wrappings based on the utilitarian and healthful thought of providing an appetizing product, so wrapped in transparent material that the customer can see the goods and will know that they are not damaged by handling.

The desire for beauty in packaging is also evident in the toilet goods field.



An appetizing product effectively displayed in a colorful package

Here, color is seen everywhere. The modern trend is for more and brighter hues. Color has become so identified

with articles that in some cases women purchasers think of and ask for a certain product in the royal blue package, another in the red, something else in the lavender and still another in the multi-flowered. A recent survey of large stores developed the fact that certain articles had sold more rapidly when they were wrapped in distinctive hues which naturally would make a more colorful display.

Beyond any doubt there is a psychology in beautiful colored wrappings which appeal to women of discriminating taste and give an air of fastidiousness and cleanliness. In the South a candy manufacturer greatly increased the sale of his candy by developing a color scheme of various hues based on several wrappings of colored cellophane which attracted attention instantly when placed on the counters of retail stores. In applying a color scheme a pleasing effect can often be obtained by using colors which intensify the shades of the packaged articles.

Wrapping the Package to Suit the Customer

The desire for colorful packaging has led to another innovation. This is the establishment by large stores of what may be termed gift wrapping bureaus. Marshall, Field and Co. of



By means of colorful, transparent wrappers, attractiveness and sales appeal are obtained in these individual packages of bath salts

Chicago has such a bureau. The store of Frederick & Nelson of Seattle, Wash., also has a gift wrapping station, as has one of the larger stores in the South. The success of this service will undoubtedly cause other stores to adopt similar practice. In these stations it is possible for a customer to have an article wrapped artistically and beautifully, making use of proper

wrapped as he desires, he will pay extra for the satisfaction of having it made up to suit his fancy.

Fashion designers and manufacturers who make toilet preparations have sensed the great appeal of color for the feminine trade. Automobile manufacturers have now adopted it. Even manufacturers of household appliances are employing it. During the past six

Better Printing Is Aim of Exhibits at Graphic Arts Exposition

THE cooperation of the Metropolitan Museum of Art, of New York, has been obtained in the preparation of feature exhibits for the Fourth Educational Graphic Arts Exposition, to be held in Grand Central Palace, New York City, Sept. 5-17.

Although the exhibits are planned to be attractive to members of the industries allied to printing, every effort is being made to obtain those which will interest the public and the potential buyer of better printing, as well. Design enters largely into the preparation of commercial printing, booklets, catalogues, and display advertising. One of the important contributing features by the Metropolitan Museum of Art will be an exhibit of "ornament in printing". This display is under the direction of William Ivins, Jr., Curator of the Print Department. In another section are to be shown some of the beautiful descriptive works and fine catalogues made for the museum by such printers as Updike, Rudge and Rogers. Supplementing these will be displays, placards, and labels.

A number of other attractive features which will form prominent displays of processes as well as finished products are being arranged for the exposition. Two floors will be devoted to displays of machinery and equipment; the third floor will contain internationally representative examples of attainments in illustration, fine printing, papers, lithography, engraving, ink displays and printers' exhibits.

Important business and educational features are being planned for the programs of the six conventions to be held during the period of the exposition. The most largely attended will be those of the International Association of Printing House Craftsmen and the United Typothetae of America. Other associations meeting during this period will include the International Trade Composition Association, International Association of Electrotypers of America, Employing Bookbinders of America and the International Printers Supply Salesmen's Guild.



Attractiveness in display is aided by color and design in these visible packages

and blended colors, with the finest kind of material. In some cases the stores wrap the gifts free of charge, in others there is a small charge for the material. The establishment of such wrapping bureaus is certainly an indication of public taste. This indication or trend is based on the idea that when a customer sees an attractive article in the shops and buys it, but finds that the article is not packaged or

months no less than four nationally known railroad lines have announced, locomotives and dining and lounge cars with new and striking color designs. The significance of the new application of color has not yet dawned on the makers of many lines whose goods are packaged, but it is safe to say those who are the first to realize it will be the first to reap the harvest of increased sales.

EDITORIAL COMMENT

Packaging — An Established Factor in Modern Day Merchandising

THERE CAN BE little argument of the fact that packaging has come to stay and that this means of displaying or offering merchandise for sale is accepted nationally and internationally as a method of distribution. There are today comparatively few products that are sold direct to the consumer which appear on the market not contained in a package.

Manufacturers of all types of merchandise have learned the economy of packaging merchandise. From their point of view the package offers protection against deterioration, breakage and dirt. Likewise, there is the ease of handling, which cannot be considered, in most cases, with bulk materials.

Wholesalers, jobbers and dealers prefer handling package merchandise for the above reasons and also appreciate that packages can be more adequately and effectively stored and displayed. The buying public, yielding to economic conditions such as housing, travel, individual service and other demands of modern day civilization, require that merchandise be furnished them in package form. It is hardly necessary to point out the fact that advertising has aided to a tremendous degree in educating purchasers of merchandise to the package idea.

The Why and Wherefore

WITH THE ISSUANCE of this first number of MODERN PACKAGING it is quite in order that a statement should be made as to the field, aims and limitations of the publication. A business paper must render service if it hopes for the support of its readers, the extent of that support being in direct ratio to the value of the service given, so that obviously there must exist, first of all, an industry, trade, business or activity in which there is need for the general dissemination of ideas pertaining to the particular operations of that field of endeavor.

There is little need to point out the place which packaging occupies in the economic structure of business today and its importance in every day life. There are, indeed, few articles which we wear, eat and use that are not purchased in packages, and the use of such containers is extending rapidly for their outstanding advantages have been quickly recognized by both buyers and sellers of every type of merchandise. The package, with its convenience, cleanliness and economy, has come to stay.

Broadly speaking, the field of packaging and the activities which will be covered by MODERN PACKAGING include the design and construction of packages or containers; packaging operations; folding, wrapping and seal-

ing of finished packages, and the planing and execution of type and illustrative material placed on the container to indicate contents.

It will be recognized that the last mentioned of these operations constitutes one of the most important factors in the distribution of merchandise today—in many cases the “advertising message” so conveyed has been the lever for vastly increased sales.

Economical and successful packaging methods constitute a most important link in the production chain of the manufacturer. The design of the package and the advertising message it carries are powerful merchandising assets. Executives who are concerned with the successful distribution of their products recognize these principles. It is with the practical solution of all problems involved in them that MODERN PACKAGING will concern itself.

What Constitutes Packaging?

WEBSTER defines a package as (1) “Act, process or manner of packing”; (2) “That in which anything is packed; a box, case, barrel, crate, etc., in which goods are packed”. Therefore, the ethical interpretation of packaging can be taken to mean those operations which perform the above. Industry, however, considers a difference between packing and packaging. While the latter, it is true, is a packing operation, the producer of merchandise which is sold to the ultimate consumer in a package differentiates between the two operations, packaging and packing. The former directly follows or is an integral part of his production operation, while the latter precedes the shipping of his merchandise. To state specifically at which point actual packaging commences and ends is indeed difficult, for it will be realized that such an inclusion will vary greatly with different commodities. Grouping, wrapping, sealing, labeling, the design and construction of packages, as well as the planning and execution of type and illustrative material used on the package—all come properly under the head of packaging.

An Economic Reason for Studied Design in Packages

“GOOD DESIGN is produced only by studying the article to be treated, its use, its purpose, so as to shape and color it to suggest unerringly that use and purpose. It must make the thing beautified newly significant.”

“The right way to design a package for a given article is to start as if that article had never been put up in a package before. Find, first, the best material from which to make the package; second, the best shape or form in which to put it. Then ask how to decorate that package so as to suggest the spirit of the goods it contains.”

The first paragraph appeared in an article, "Beauty The New Business Tool," in the August, 1927, issue of *Atlantic Monthly*; the second will be found in the May, 1913, number of *Advertising and Selling*. Both were written by Earnest Elmo Calkins and reflect a consistency and correctness of opinion that is well supported by facts. One has but to pick out the outstanding successes in package design to realize that each has been moulded to a set of specifications that comply faithfully to those outlined by Mr. Calkins.

There are still to be found—and their name is legion—packages which not only fail to disclose any intimation of their contents but are the epitome of ugliness. Many producers of packaged merchandise have undoubtedly accepted the statement that "one cannot make a silk purse out of a sow's ear" as dogmatical, claiming their products are not suitable for "package treatment" other than that forced by convenience or the need to place them in some sort of a container.

But the "proof of the pudding" is to be found in the fact that today every type of merchandise has its best sellers—and strangely enough these are to be found in packages that attract—packages which are designed from the contents out.

The Neck of the Bottle

PROCESSES OF MANUFACTURE, from raw material to finished product, entail continuous and consistent performance if economical results are to be obtained. Each succeeding operation must coordinate with the previous one; the time and quantity elements involved must be so synchronized that there is no waste of either.

Packaging is recognized as an integral part of the production operation in most industries today. Therefore, the same care and study which is applied in the various preceding steps should be carried out in the actual work of packaging. Inadequate or improper packaging equipment may cause not only a serious set-back to plant output and costs—and this is particularly true where products are subject to deterioration—but is a handicap which often affects actual sales.

Designers and manufacturers of packaging machinery are always willing to lend their aid in solving problems at "the neck of the bottle." Questions of economical planning as they directly relate to packaging operations will be dealt with in each issue of *MODERN PACKAGING* by those qualified to offer valuable ideas on the subject.

Packages Within A Package

EXCELLENT SALES OPPORTUNITIES are offered to the manufacturer or distributor of associated products through the use of "overall" or combining packages. "Packages within a package" is not a new idea but it is one which, with the increasing demand for convenience and economy in purchasing, is coming more and more into its own.

The buying of a single package which groups (also in packages) shaving soap, talcum and face lotion is most acceptable to the man who relies on his own early morning efforts, the flapper is not averse to the attractive carton which contains her favorite lipstick, rouge and like paraphernalia—and what fond mother can resist the purchase of a nursery combination consisting of those necessities for his or her royal highness?

These examples apply only, of course, to toilet accessories, but why stop there? The same idea is applicable to food products, household appurtenances and many other articles. The slight additional cost in packaging is offset by increased or quicker sales and the manufacturer has an opportunity to make a further display of his advertising material.

A Question of State

WITH CREDIT to the *Saturday Evening Post*, we quote the following from "With a Modern Leading Lady", in the July 9 issue: "During her agency days Claire had worked on the account for an exclusive imported perfume, and the technic, the carefully worked-out steps of the campaign served her in good stead now. The choice of the container had been considered and debated with all the respect due any question of state, and now Claire turned her attention first to the proper setting for Monsieur Edouard Chenet."

The consideration and selection of a package are, more often than not, questions easily comparable to those of state. One has but to consider any of the nationally advertised brands of merchandise and the importance which is attached, in advertising and sales, to the package to realize that its design and perfecting entailed no snap judgment. Artistry, sales appeal, utility and economy of production are all points that receive consideration in the make-up of the successful package. They are the essentials of a "proper setting".

A Hat in the Ring

SPECIAL SIGNIFICANCE was given to the pronoun "we" following the splendid accomplishment of Colonel Charles Lindbergh in his trans-Atlantic flight. Certainly there was no questioning his right to the use of the term as applied to the combination of himself and his sturdy "Spirit of St. Louis"; as Shakespeare would say, it was "a consumation devoutly to be wished". In the face of such a precedent it is likely, however, that many editors will disagree on the use of the same pronoun as applied to their own efforts on the printed page. But it must be remembered that custom is a difficult barrier to break down and that habits once formed are particularly tenacious. According to former established practice, the term "we" could properly be used by (1) the clergyman, in referring to his flock; (2) the politician, in speaking of his constituency; (3) the editor, in addressing (editorially, of course) his readers, and (4) the man with a tapeworm. Until convinced to the contrary the Editor of *MODERN PACKAGING* claims his place in the sun.

EDITORIAL COMMENT

Packaging — An Established Factor in Modern Day Merchandising

THERE CAN BE little argument of the fact that packaging has come to stay and that this means of displaying or offering merchandise for sale is accepted nationally and internationally as a method of distribution. There are today comparatively few products that are sold direct to the consumer which appear on the market not contained in a package.

Manufacturers of all types of merchandise have learned the economy of packaging merchandise. From their point of view the package offers protection against deterioration, breakage and dirt. Likewise, there is the ease of handling, which cannot be considered, in most cases, with bulk materials.

Wholesalers, jobbers and dealers prefer handling package merchandise for the above reasons and also appreciate that packages can be more adequately and effectively stored and displayed. The buying public, yielding to economic conditions such as housing, travel, individual service and other demands of modern day civilization, require that merchandise be furnished them in package form. It is hardly necessary to point out the fact that advertising has aided to a tremendous degree in educating purchasers of merchandise to the package idea.

The Why and Wherefore

WITH THE ISSUANCE of this first number of MODERN PACKAGING it is quite in order that a statement should be made as to the field, aims and limitations of the publication. A business paper must render service if it hopes for the support of its readers, the extent of that support being in direct ratio to the value of the service given, so that obviously there must exist, first of all, an industry, trade, business or activity in which there is need for the general dissemination of ideas pertaining to the particular operations of that field of endeavor.

There is little need to point out the place which packaging occupies in the economic structure of business today and its importance in every day life. There are, indeed, few articles which we wear, eat and use that are not purchased in packages, and the use of such containers is extending rapidly for their outstanding advantages have been quickly recognized by both buyers and sellers of every type of merchandise. The package, with its convenience, cleanliness and economy, has come to stay.

Broadly speaking, the field of packaging and the activities which will be covered by MODERN PACKAGING include the design and construction of packages or containers; packaging operations; folding, wrapping and seal-

ing of finished packages, and the planing and execution of type and illustrative material placed on the container to indicate contents.

It will be recognized that the last mentioned of these operations constitutes one of the most important factors in the distribution of merchandise today—in many cases the “advertising message” so conveyed has been the lever for vastly increased sales.

Economical and successful packaging methods constitute a most important link in the production chain of the manufacturer. The design of the package and the advertising message it carries are powerful merchandising assets. Executives who are concerned with the successful distribution of their products recognize these principles. It is with the practical solution of all problems involved in them that MODERN PACKAGING will concern itself.

What Constitutes Packaging?

WEBSTER defines a package as (1) “Act, process or manner of packing”; (2) “That in which anything is packed; a box, case, barrel, crate, etc., in which goods are packed”. Therefore, the ethical interpretation of packaging can be taken to mean those operations which perform the above. Industry, however, considers a difference between packing and packaging. While the latter, it is true, is a packing operation, the producer of merchandise which is sold to the ultimate consumer in a package differentiates between the two operations, packaging and packing. The former directly follows or is an integral part of his production operation, while the latter precedes the shipping of his merchandise. To state specifically at which point actual packaging commences and ends is indeed difficult, for it will be realized that such an inclusion will vary greatly with different commodities. Grouping, wrapping, sealing, labeling, the design and construction of packages, as well as the planning and execution of type and illustrative material used on the package—all come properly under the head of packaging.

An Economic Reason for Studied Design in Packages

“GOOD DESIGN is produced only by studying the article to be treated, its use, its purpose, so as to shape and color it to suggest unerringly that use and purpose. It must make the thing beautified newly significant.”

“The right way to design a package for a given article is to start as if that article had never been put up in a package before. Find, first, the best material from which to make the package; second, the best shape or form in which to put it. Then ask how to decorate that package so as to suggest the spirit of the goods it contains.”

The first paragraph appeared in an article, "Beauty The New Business Tool," in the August, 1927, issue of *Atlantic Monthly*; the second will be found in the May, 1913, number of *Advertising and Selling*. Both were written by Earnest Elmo Calkins and reflect a consistency and correctness of opinion that is well supported by facts. One has but to pick out the outstanding successes in package design to realize that each has been moulded to a set of specifications that comply faithfully to those outlined by Mr. Calkins.

There are still to be found—and their name is legion—packages which not only fail to disclose any intimation of their contents but are the epitome of ugliness. Many producers of packaged merchandise have undoubtedly accepted the statement that "one cannot make a silk purse out of a sow's ear" as dogmatical, claiming their products are not suitable for "package treatment" other than that forced by convenience or the need to place them in some sort of a container.

But the "proof of the pudding" is to be found in the fact that today every type of merchandise has its best sellers—and strangely enough these are to be found in packages that attract—packages which are designed from the contents out.

The Neck of the Bottle

PROCESSES OF MANUFACTURE, from raw material to finished product, entail continuous and consistent performance if economical results are to be obtained. Each succeeding operation must coordinate with the previous one; the time and quantity elements involved must be so synchronized that there is no waste of either.

Packaging is recognized as an integral part of the production operation in most industries today. Therefore, the same care and study which is applied in the various preceding steps should be carried out in the actual work of packaging. Inadequate or improper packaging equipment may cause not only a serious set-back to plant output and costs—and this is particularly true where products are subject to deterioration—but is a handicap which often affects actual sales.

Designers and manufacturers of packaging machinery are always willing to lend their aid in solving problems at "the neck of the bottle." Questions of economical planning as they directly relate to packaging operations will be dealt with in each issue of *MODERN PACKAGING* by those qualified to offer valuable ideas on the subject.

Packages Within A Package

EXCELLENT SALES OPPORTUNITIES are offered to the manufacturer or distributor of associated products through the use of "overall" or combining packages. "Packages within a package" is not a new idea but it is one which, with the increasing demand for convenience and economy in purchasing, is coming more and more into its own.

The buying of a single package which groups (also in packages) shaving soap, talcum and face lotion is most acceptable to the man who relies on his own early morning efforts, the flapper is not averse to the attractive carton which contains her favorite lipstick, rouge and like paraphernalia—and what fond mother can resist the purchase of a nursery combination consisting of those necessities for his or her royal highness?

These examples apply only, of course, to toilet accessories, but why stop there? The same idea is applicable to food products, household appurtenances and many other articles. The slight additional cost in packaging is offset by increased or quicker sales and the manufacturer has an opportunity to make a further display of his advertising material.

A Question of State

WITH CREDIT to the *Saturday Evening Post*, we quote the following from "With a Modern Leading Lady", in the July 9 issue: "During her agency days Claire had worked on the account for an exclusive imported perfume, and the technic, the carefully worked-out steps of the campaign served her in good stead now. The choice of the container had been considered and debated with all the respect due any question of state, and now Claire turned her attention first to the proper setting for Monsieur Edouard Chenet."

The consideration and selection of a package are, more often than not, questions easily comparable to those of state. One has but to consider any of the nationally advertised brands of merchandise and the importance which is attached, in advertising and sales, to the package to realize that its design and perfecting entailed no snap judgment. Artistry, sales appeal, utility and economy of production are all points that receive consideration in the make-up of the successful package. They are the essentials of a "proper setting".

A Hat in the Ring

SPECIAL SIGNIFICANCE was given to the pronoun "we" following the splendid accomplishment of Colonel Charles Lindbergh in his trans-Atlantic flight. Certainly there was no questioning his right to the use of the term as applied to the combination of himself and his sturdy "Spirit of St. Louis"; as Shakespeare would say, it was "a consumation devoutly to be wished". In the face of such a precedent it is likely, however, that many editors will disagree on the use of the same pronoun as applied to their own efforts on the printed page. But it must be remembered that custom is a difficult barrier to break down and that habits once formed are particularly tenacious. According to former established practice, the term "we" could properly be used by (1) the clergyman, in referring to his flock; (2) the politician, in speaking of his constituency; (3) the editor, in addressing (editorially, of course) his readers, and (4) the man with a tapeworm. Until convinced to the contrary the Editor of *MODERN PACKAGING* claims his place in the sun.

Through the Wrapping Machine

Automatic Equipment Accomplishes Economical and Dependable Packaging of Bread Loaves, Handling Various Sizes with Dispatch. Thorough Study of Requirements Results in Method of Wrapping in Which Each Loaf Wraps Itself.

By J. D. McCARTHY

American Machine & Foundry Co.

MILLIONS OF DOLLARS and years of time of highly skilled engineers have been spent in solving the problems of speeding up production in plants manufacturing articles that are put on the market in wrapped packages, only to find that the movement of the finished product from the plant has been retarded by inadequate wrapping facilities that cause delays.

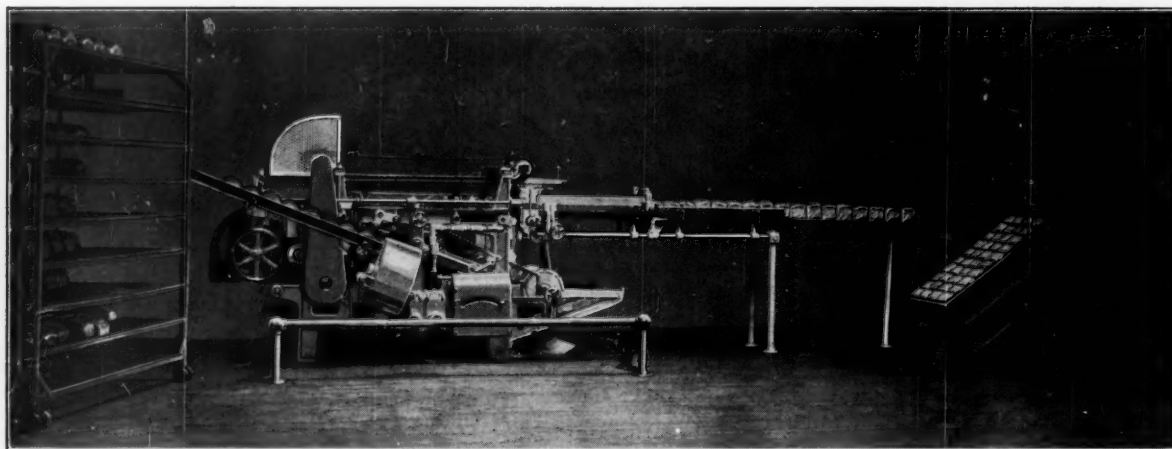
Consider the similarity between a crowd jamming through the subway

ing, or what then passed for the process of bread-baking, dates back some 6500 years ago when a saddlestone and grinders were used to prepare the grain in a manner similar to that applied by the present-day housewife in crushing crackers with a rolling pin. Although the baker has been in existence for several thousand years, it is only within the past twenty-five years that the industry has been one in which bakeries, comparable in size to the great factories, have come into being. Only

of the home product was relieved by a loaf from the baker, such substitution becoming regular practice so that more and more bread was purchased from the bakery and less baked at home.

Wax Paper Retains Moisture and Flavor

Not long after the practice of buying bakers' bread came into being and the small bakers had increased in number with their varieties of bread, the neighborhood grocer saw the ad-



A typical installation showing set up of bread wrapping machine

turnstiles and an output of products streaming through a wrapping machine and compare the old-time method of ticket chopping as against the latest developments for handling the crowds. Old-fashioned wrapping must also give way to a quicker and more economical method of handling finished products.

Development of Bread Baking

Baking, which at the present time ranks seventh on the ever-growing list of great enterprises, is an industry of long and respectable lineage. Bread-bak-

ing within the past sixteen years has the industry become in its most advanced aspects worthy of comparison with others.

Bread is a perishable product and many readers of this article will remember the old hearth and the savory odor of the freshly baked bread in rows on the table which "under no condition must be touched till they cool". Gradually the open hearth gave way to the coal stove and home baking continued to flourish even after the small baker put in his appearance. As years passed the occasional shortage

vantage of keeping a supply of bread from the various bakeries on hand for his customers. The idea was good but the facilities for delivering and keeping the bread fresh were lacking. Many of the loaves were damaged in transit and those not damaged, although kept in glass containers at the grocer's, soon lost their freshness and flavor, had to be returned to the baker or were a complete loss. The problem of keeping bread fresh while in transit and while awaiting purchase retarded the growth of the small bakers, and it was not until wax paper was intro-

duced and proved its practicability for retaining the moisture and flavor of the loaf, as well as affording protection and a means of identification, that the first consolidation of bakeries began.

With the advent of the transparent wax paper wrapper and its application as a sealed container for bread, there developed such a universal demand for

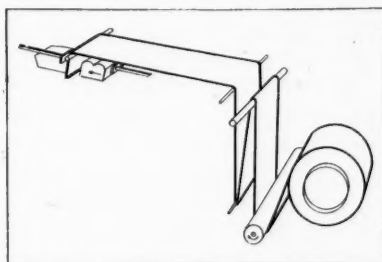


Fig. 1. The waxed paper is drawn from the roll mechanically to provide a supply of slack paper. The free end of this paper is threaded through the machine and hangs down in front of the loaf as it enters the machine

such a product that a means for automatically wrapping the loaves was of paramount importance. The first wrapped loaves that were placed on the market were wrapped by hand but this method was found to be impracticable and too costly. Shortly after, a semi-automatic machine was developed which wrapped the loaf in paper and used twine to hold the wrapper in place. This method was more successful but still the loosely tied wrapper allowed air to reach the bread.

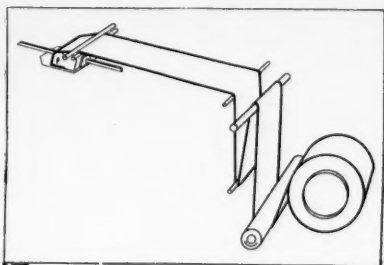


Fig. 2. The loaf is pushed into this free end and carries it onto the lifter. As the paper is clamped to the loaf, it also draws additional paper from the loose supply

Although the loaf retained its freshness for a longer period, it was not until a machine was produced that not only automatically applied the wrapper but sealed it with wax that the first real step in solving the wrapping problem was accomplished. This apparent solution of the matter brought

with it minor difficulties to confront the baker. The machine that solved his wrapping problem damaged his loaves with a consequent additional loss of time, labor and paper. Although paper was cheap he found that excess paper not only ate into his profits but made an unsightly wrapper. Another problem which assumed serious proportions was that of floor space. The machine in use wrapped only one size of bread, and for each different size loaf another machine had to be purchased until many valuable feet of floor space was being used.

Requirements of an Automatic Wrapper

Bakery engineers soon became overwhelmed with the various problems and although each new model wrapping machine solved some of the difficulties none was produced that eliminated the major portion of the remaining troubles. Thereupon a delegation of engineering specialists visited the various baking concerns and obtained a thorough, first-hand knowledge of the difficulties then existing. The sum and substance learned by this delegation was that the baking industry required a machine that would handle their product carefully, eliminating as much as possible the damage to the loaves; it must be quick and be dependable, for the bread must be wrapped as soon after cooling as possible; the machine must be simple to adjust and operate and so dispense with the necessity of highly skilled mechanics; it must use a minimum of paper with the least amount of loss and lower the number of re-wraps. After a careful study of the situation it was decided to completely change the method of wrapping by making each loaf wrap itself, reducing the paper used to a minimum and making a better looking wrap.

Furthermore, by using this new idea, a machine sufficiently flexible in operation to handle automatically the loaves varying in width and height and, with slight manual adjustments, various lengths. Such a design would eliminate the necessity of using a machine for each size of loaf and obtain considerable saving in floor space. Likewise, such flexibility would also permit other products of the baker,

such as doughnuts, crullers, cakes, rolls, etc., to be attractively wrapped in wax paper under the same advantageous conditions obtained in wrapping bread. After numerous and exhaustive tests, both at the factory and in the plants of the bakers, a new model wrapping machine was launched in the summer of 1925. A brief de-

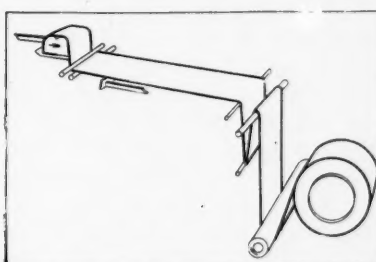


Fig. 3. The lifter goes up and the loaf continues to draw paper

scription of the various principal working parts of this machine is of interest.

The loaves on the cooling racks are fed to the material chute of the machine where they slide to the bottom and are automatically carried along a runway on the material feed until they arrive in the proper position for wrapping. From this point the loaf is pushed from the runway to a lifter table by a pusher plate where it engages the loose end of wax paper which hangs about two inches lower than, and to the left of, the runway.

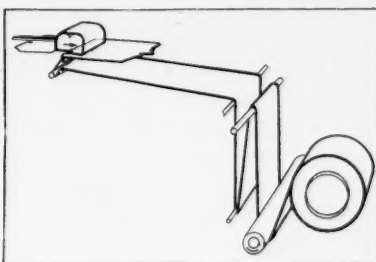


Fig. 4. The loaf is pushed off the lifter, completely wrapped. A guard drops away exposing a saw-toothed knife which cuts the paper close to the bottom of the loaf

The first of a series of wrapping movements has been started.

During the movement of the loaf on the lifter table and the table movement upward, a set of tucker plates completes the first side fold. When the loaf has been pushed completely onto the lifter table, a set of stop

fingers rise at the right edge of the lifter table and hold the loaf while a roller swings down and draws sufficient paper from the roll to cover the remainder of the loaf. A set of transfer pushers then starts carrying the loaf off the lifter table to the folder parts. This movement completely wraps the paper around the loaf and draws additional paper from the roll in preparation for the next loaf, at the same time releasing a paper knife for the cut-off. As the loaf progresses through the folding mechanism, tuck plates fold the sides of the paper in and the flaps are turned up over the ends of the loaf by a slot in the tuck plates.

Electric heating units are mounted on a bottom plate, on bottom side fold plates, heater sides and on the heater bottom. To assure a complete well-sealed bottom, one set of sealer fingers are heated while another set is cool. These fingers, by spring action, conform to the bottom of the loaf as it passes under pressure through the folder and heater units and completely seal and cool the bottom seams, regardless of the shape of the loaf. The loaf, now wrapped, passes into the delivery mechanism and is carried to the take-off table as the seams cool.

A simple machine, sturdy in construction and economical in operation, in use of paper and of floor space which was the result of a comprehensive study has been an essential instrument in the progress of the baking industry.

Increasing Retail Sales

"Increasing Sales Through Improved Window Displays" is the title of an attractive little book published by the American Tissue Mills Co., Holyoke, Mass. The booklet will prove of great value to the retailer who seeks to create favorable and profitable attention for his merchandise and will be found to contain many practical suggestions for the use of tissue paper products in decorating.

A number of illustrations showing actual uses and combinations of tissue and crepe paper are reproduced. Of particular interest are the references to color harmony and effective color combinations which will prove of value for many applications other than in window dressing.

WHAT PRICE PACKAGES?

(Continued from page 24)

solve the package problem—glass, tin, round fibre cans, printed cartons, cloth sacks, paper bags, and last, but not least, the tight wrapped package. Each has its advantages. Glass, the expense of which is sufficient to discard it for many products, displays the goods effectively, but is open to the difficulty of securing a proper closure which will not corrode. Tin, for the same reasons, may be discarded. The round fibre can has been much used for salt, and endless time and expense have been expended to make it a convenient and suitable package. The latter is quite generally used for free running table salt, but some doubt exists as to its continued sales value. The pouring spout now in use on the round can may just as well be placed on the rectangular package. If the same thought and care were taken to make the rectangular package as convenient for use as the round package has been made, and if the rectangular package were filled with free running salt, there is no doubt that it could be sold at the same price as the round can or at least for the same profit.

Round vs. Rectangular Package

The round package is more expensive and does not lend itself so well to automatic machine handling as does the rectangular package. When empty, the round package requires more storage space than the rectangular package which is stored flat, and this is also true of the filled packages. Furthermore, the rectangular package has 25 per cent more advertising space for the same weight of goods packed than the round package. The cost of handling and distribution in addition to the cost of the package itself makes the round package more costly.

Cloth and paper packages seem to be gradually discarded because of their low sales value. Their lower cost does not compensate for their poorer keeping qualities.

Printed cartons are still used in large numbers for a wide variety of products; in many cases because they may be purchased in small quantities with a minimum of investment, and the use of any machinery in connection

with them is not necessary so long as the production is small.

The printed or lithographed paper wrapper used on the tight wrapped package offers exceptional advertising possibilities at a minimum cost. Manufacturers are only beginning to realize the striking color effects which can be obtained on the package wrapper. The package itself is an important advertising medium. By no means does it take the place of magazine and outdoor advertising but in the mind of the customer the package connects the magazine and outdoor advertising with the quality of the goods. The high grade package does not tend to force retail display which is the best and sometimes the least expensive form of local advertising.

Sample Packages Should Copy Standard

The distribution of samples is one of the approved ways of increasing the sale of food products, and here again the package plays an important part. If the standard package in miniature is distributed, care being taken that the package has the same protective qualities, the prospective customer is not only familiarized with the character and quality of the goods distributed but is aware of the package itself. If the sample convinces the prospect that the full size package is a distinctive and colorful one, prominent display will result in the purchase of the goods. The customer asks for the product by name, recognizes the package and so gets what he asks for. The product when put in a high grade, well advertised package is no longer nameless and common but has achieved an individuality and may be called for by name with confidence. The result is a steady growth in sales. The proper choice of package combined with automatic machinery for its production at high speed usually points the way to a minimum selling price without infringing on the margin of profit.

In conclusion, the real reason for a better package is the added sales value it gives to the product. By a wise choice of package and proper machinery, keeping qualities will be improved, sales increased and costs reduced. The consumer is satisfied with the goods and the manufacturer with his product.

Reducing Packaging Costs

Improved Appearance of Package, a Moisture Proof Container and Elimination of Spoilage of Contents Obtained Through Installation of Automatic Machine

JOSEPH L. GEORGE, Cincinnati, manufactures butter colors and packs in capsules and vials. From 10 to 60 capsules are placed in paper cartons and wrapped for placing in shipping containers. The vials are similarly packed, six to a carton.

The individual cartons were formerly wrapped in a printed label which cost \$1.35 per thousand. The labor cost of applying the wrapper was \$1.00 per thousand. Wet glue was used and it was necessary to allow the wrapped boxes to dry on a table for 24 hours before packing. The tables alone required about 250 sq. ft. of floor space.

Packing and shipping containers cost an additional \$.20 per thousand, resulting in a total cost of \$2.55 per thousand cartons. This however was not the true cost as considerable trou-

ble was encountered due to improper labeling and packages frequently stuck together so that rejections amounted to about 5 per cent. This increased

This article details a survey made by the A. C. Nielsen Co., in collaboration with J. L. George, manufacturer. A comparison of actual costs, hand vs. machine operations, clearly points out the economies possible through the use of automatic equipment in a packaging process.

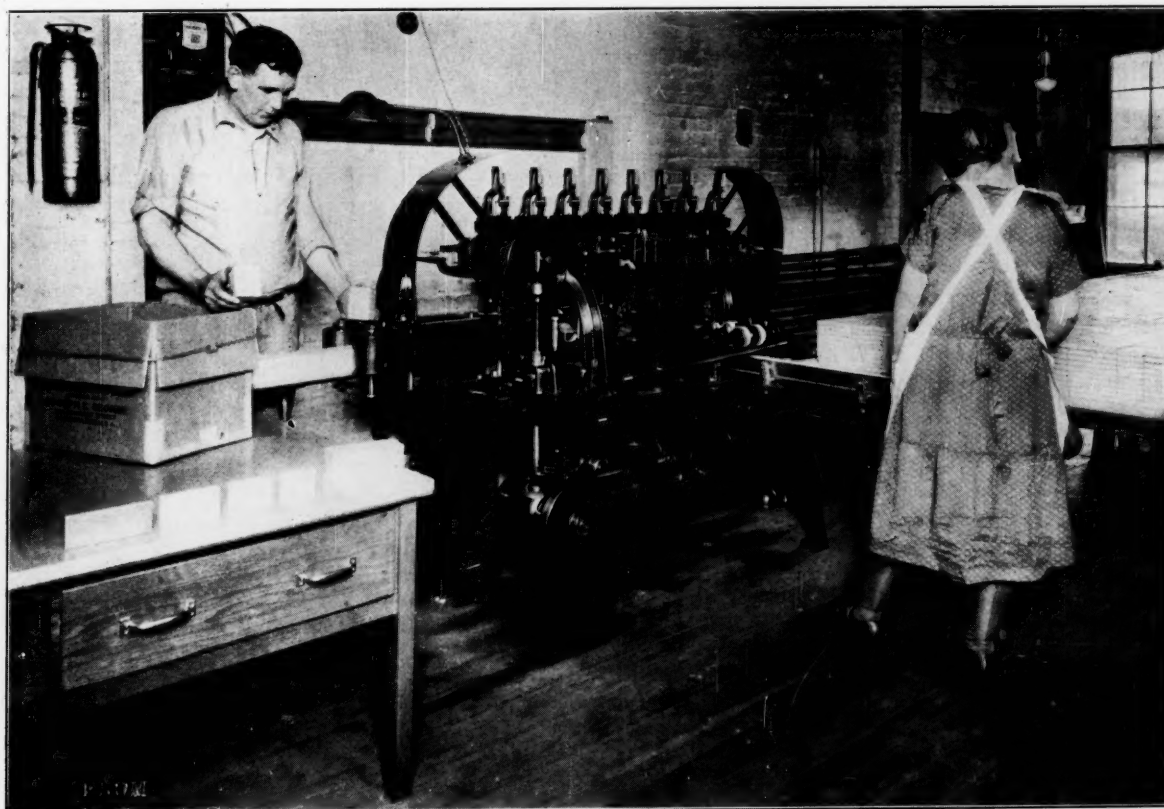
the cost to \$2.68 per thousand cartons

This method was followed until three years ago when a more economical means of wrapping seemed to be

imperative. The National Packaging Machinery Co. proposed the use of an Improved Johnson wax wrapping machine. Following the installation of this machine a saving of 67 per cent in wrapping cost was effected. The machine not only reduced the former cost of \$2.68 per thousand to \$.88 per thousand but also greatly increased the neatness of the package and provided a moisture-proof container.

Two girls usually operate the machine, loading from the filling table and placing the wrapped cartons in a shipping container. The machine is operated at the present time at half speed due to the use of a non-uniform wax paper. Production is 18,000 wrapped cartons per day of nine hours. With a first quality wax paper it should be possible to wrap 36,000 boxes per day.

The machine is used to wrap cartons



Wax wrapping machine which protects capsules and vials

of six sizes, five for capsules and one for vials. Their sizes are as follows:

Capsules per carton	Dimensions
10-12	1½ in. x 2½ in. x ⅞ in.
20-24	2½ in. x 2½ in. x ⅞ in.
30-35-36	3½ in. x 2½ in. x ⅞ in.
30-32-36	4¼ in. x 2½ in. x ⅞ in.
60	6 in. x 2½ in. x ⅞ in.
6 Vials	5½ in. x 1½ in. x 4½ in.

The flexibility of the machine is shown by the variety of sizes handled. Adjustments for size are comparatively simple and are quickly made. The machine gives no trouble and repairs to date amount to not over five dollars a year.

The superiority of the wax-wrapped package has been clearly demonstrated in the reduction of requests by customers for replacement of damaged and moldy capsules. Before the adoption of the wrapping machine it was common to receive five or six letters a day complaining of spoiled goods. No exact records have been kept during the three years the machine has been in operation but it is believed that not more than six boxes have had to be replaced. Gelatine capsules are subject to deterioration by moisture and the trouble attributed to this source has been practically eliminated.

Fixed costs on the machine amount to \$376.89 a year or \$3.62 per operating day. Power for motor and heater, oil, wax paper, and labor bring the total daily cost to \$12.17. This is a cost per thousand cartons wrapped of \$68.

The former wrapper carried a label which is now printed on the carton at a cost of \$.20 per thousand. Thus the present cost of wrapping, labeling, and packing is \$.88 per thousand as compared with \$2.68 for the former method. This represents a saving of \$1.80 per thousand, of \$32.40 per day and of \$3,369.60 per year of 104 operating days. The reduction of cost is 67 per cent.

The following is a tabulation of costs and savings.

COST OF PRESENT OPERATIONS	
Typical package size 2½ in. x 3¼ in. x ⅞ in.	
Weight of wax paper.....28 lb.	
Production in 9 hr.....18,000 boxes	
Days operated per year.....104	
Depreciation: \$4,000.00, 20 years...\$200.00	
Average interest ¹ @6%.....126.00	
Insurance.....40.89	
Maintenance and repair allowance.. 10.00	
Total per year.....	\$376.89

Daily fixed charges \$376.89, 104 days	\$3.62
Power: motor 6¾ kw.hr. @ \$.09.....	.61
heater, 9 kw.hr. @ \$.09.....	.08
Oil.....	.01
Wax paper, 26.5 lb. @ \$.1075.....	2.85
Labor ² —2 girls @ \$2.50 per day.....	5.00

Total daily operating cost, excluding supervision.....\$12.17

Cost per M: \$12.17, 18 M.....\$ 68

Additional cost of printing on cartons, per M......20

Total wrapping and packing cost, per M.....\$.88

¹Allowing for interest earned by depreciation reserve.

²Two girls load machine, remove wrapped boxes and pack.

FORMER WRAPPING COST—HAND METHODS

Cost of printed wrappers, per M.... \$1.35

Labor: cost per M for wrapping.... 1.00

cost per M for inspection and packing......20

Total cost per M.....\$2.55

Rejections due to imperfect wrapping 5%

Actual cost per M cartons..\$2.55—

95%.....\$2.68

SAVINGS EFFECTED BY WRAPPING MACHINE

Per M boxes, \$2.68—\$.88.....\$ 1.80

Per day, \$1.80 x 18 M..... 32.40

Per year, 104 days x \$32.40.....\$3,369.60

Reduction in cost, 67%.

When to Change a Package

Emil Hofsoos, director of research, MacManus, Incorporated in an article, "Diagnosing a Sick Business", which appeared in the July 27, issue of *Advertising & Selling*, lists 23 points to be considered in seeking the reason or reasons for sick and anemic profits. Among these will be found the following which will be of particular interest to designers, makers and users of packages:

"Does the product need a new container? Sometimes a new package, of different design, or size, or shape, may revitalize a slipping product. Containers, like costumes, sometimes get out of date and need to be modernized. For example, the tendency in cities toward apartment dwelling, with the consequent paucity of space, has made necessary smaller packages of all sorts of foodstuffs. Not so many years ago flour in 98 pound sacks was sold generally to the trade. Today flour is sold in packages as small as five pounds.

"Does the product need a new name or a new label? While it is ticklish business to tamper with a name which is established and well known, there are times when an abrupt change will work out advantageously."

The Right Package Has Found Its Proper Place *

UP to a short time ago box-makers were entirely dependent upon their business only through the requirements of their regular and prospective customers. By that I mean, because of the lack of keenness in competition, our customers were boxing their products haphazardly and without any regard and effort to create sales through the medium of the package. But this condition exists no more. The right package has found its proper place, so that today without the use of it many an excellent product remains unsold on the shelf of the dealer. Those of us who are in close touch with our customers' products, their markets and consumer demand are realizing more and more what an important part our product plays in the success of their business. This condition is manifesting itself more clearly, especially so in the past year or two, and credit is due the boxmakers who have been pioneering at great expense of time and money to the degree that so many new packages have appeared on the market that it is almost impossible to keep a check on the good work done. The result has been that the appearance of old products in new packages has proven of such interest upon the part of the consumer that our customers have been sitting up and taking notice.

Today, national advertisers of boxed merchandise are taking advantage of every opportunity to hook up the package with their advertising and if you are a careful observer of the advertisements appearing in many magazines, you will find that such is the case.

McLaurin-Jones Expands

McLaurin-Jones Co., Brookfield, Mass., have purchased the plain and colored gummed tape business which was conducted by the Liberty Paper Co. of Bellows Falls, Vt. The entire stock in the Liberty plant has been transferred to Brookfield and orders are being billed from the McLaurin-Jones mill.

* Abstract from a paper by David G. Singer, presented at Ninth Annual Convention, National Paper Box Mfgs. Assn., Chicago, May 18-20, 1927.

STANDARD SIZE AS AN ECONOMY IN PACKAGING

(Continued from page 15)

The impression that the demand for a package containing but twelve ounces would be less than for one containing sixteen ounces is frequently erroneous. Actually, in many cases the former condition is an advantage for this particular package sells at a lower price and moves faster. In most cases the buyer takes but little interest in the weight of the package—the price governs the purchase nine cases out of ten.

Packaging of Many Sizes Expensive

Many concerns are using a different size for each package and wonder why they are not making the money in merchandising to which they have been accustomed. The reason is obvious. The cost of materials and necessary operations for the packaging of each size is the answer. It is only a matter of time until standardization will force the issue. Many concerns are overstocked today with obsolete cartons because a salesman convinced the company that he could sell a smaller size or another package.

Uniform Package Preferred

The attitude of the buyer of package goods, particularly the man with little shelf room and display space is decidedly in favor of a uniform package. Many concerns who have spent a fortune in advertising a particular style of package in various shapes and sizes fear to change to a standard size believing that such a move will cause a loss of identity even though such a package and its packing is costing them a high figure.

The user of packages will do well to take an inventory of his cartons, secure figures on a standard size, use the old stock and start over with a standard package. Many will wonder why this did not occur to them long ago.

Albert L. Herts, formerly sales manager for the Liberty Paper Co., is now associated with the Holyoke Paper Corp., 487 Broadway, New York, manufacturer of box tops and fancy box papers. Louis Jacobs is president and Charles L. Heaphy is treasurer of this company.

Display Containers in the Merchandising of Packages

By EDWARD O. TINSLEY

Robert Gair Co.

At least half of the goods bought today is purchased "through the eye." Imagine the dire effect on sales in the five-and-ten-cent stores if all the articles were placed in the drawers and carefully concealed from public gaze. Yet such was the condition that pre-

and in the rear of the store. If the purchaser wanted a particular article he asked for it and patiently or impatiently waited while the storekeeper searched through his stock. Goods inaccessibly placed were forgotten—the stockroom became a graveyard of merchandise and, beyond question, many commercial failures of the period can be attributed to that cause.

Manufacturers were fully aware of the maxim "out of sight, out of mind", and lamented the futility of making their merchandise attractive to the public only to have the goods hidden from view when they reached the retail store. They realized that something had to be done to focus public attention on their products. So, almost furiously at first, the same goods that for a long time had had their merits and usefulness concealed in storerooms and drawers were sent to the retailer in a different guise with the grim purpose of escaping the confines of the store-room. Instead of reaching the retailer wrapped in paper and string, a dozen packages of tooth-paste, for instance, were enclosed in a colorful cardboard display container, printed with advertising matter that invited attention to the goods they contained. The boxes were so gaily and attractively printed



A display container that invites attention

vailed in retail stores until recent years. Fifteen years ago showcases and counters were exceptional; the articles on sale were tucked away in drawers



Display containers that supplement their packages

that retailers were pleased to place them prominently in the store.

The idea was an instant success and more products were marketed in this manner. Retailers found their stocks turning over more quickly through the use of display containers and more counters and showcases were provided to accommodate them. In their early use such containers were accepted as adaptable only to such staples as toothpaste, cold creams, candy packages and the like. But the counter display box board, made in collapsible form, presented so many conveniences and economies and increased the sales of articles so packed that it secured the attention of the manufacturers of other products. Counter displays for automobile accessories, monkey wrenches, golf and tennis balls, pen knives, flash lights, small cigars, glassware, radio tubes, toilet articles, spool cotton, bar candies and food products are in common usage today. In fact, there are few articles bought by the consumer for which a counter display cannot be devised.

Counter Displays Create Favorable Impressions

Counter display boxes might rightfully be called silent salesmen. They are ready to sell the articles they hold. They point out the merits of the products shown; the design, the color scheme and the illustrations used are all intended to evoke favorable reaction on the part of the possible purchaser. They relieve the busy storekeeper from telling the sales story and often tell it more forcefully.

Best Designs Preferred

Large and bulky displays do not meet with favor because space is limited. Many different grades of box board are utilized to suit the product. There are numerous types, some with the contents lying flat and others tilted, still others arranged in tiers. A display for powder puffs might be made of light board and delicately lithographed with a feminine appeal whereas a display for heavy hardware presents quite a different problem. The units vary in different industries, multiples of ten being used in the hardware and tobacco fields whereas multiples of twelve are used in the toilet

article and confectionery trade. Although counter display space is constantly being increased it can hardly keep pace with the increasing number of display boxes that clamor for attention and only the sturdiest and best designed find their way to preferred positions.

The printed and lithographed display container has popularized and vastly increased the distribution of many small articles. It fulfilled a public need and is now an accepted medium in package merchandising.

Increased Sales for Packaged Cigars

PROOF that the individually wrapped cigar has a sales appeal beyond that of the average boxed article is evident from the experience of Heineman Brothers, manufacturers of high grade cigars, Baltimore, Md. The "Amorita" brand cigars is made

by this company in nine different sizes, retailing from \$.10 each to three for \$.50.

Two sizes are sold at the latter price, one of these being individually wrapped in a cut out cardboard box, pale blue in color and covered with glassine so that the distinctive band is visible. The placing of the cigars in the cardboard boxes and the wrapping of the glassine are done by hand. The other size, which is larger and heavier, is packed in the ordinary manner but sales of the former exceed the unwrapped

cigar twenty-five to one, according to the statement of the manufacturer.

The advantages of this individual wrapping are that the customer is assured of the cleanliness of his purchase, the full flavor and moisture of the cigar are retained. Furthermore the package permits him to carry as many in his pocket as he desires without fear of breakage. This package furnishes an excellent example of sales building by means of a container. Similar ideas as applied to other articles may be adopted to advantage.



STANDARDIZATION OF LABELS FOR ROUND CANS

(Continued from page 20)

around the can body. The length of the varnished surface should also be determined in the same way. It is especially desirable on friction lid and slip-cover cans to put the lap on the left end.

For high class or embossed work, a coated litho 25 x 38, 60 lbs. to 500 sheets, makes the best label. A satisfactory label is also made from super-calendar 25 x 38, 55 lbs. to 500 sheets. Where a heavy varnished label is required, the stock must necessarily be lighter and a super-calendar of the same dimensions weighing 52 lbs. to 500 sheets is generally used.

The grain of the paper should run lengthwise on all labels excepting on those to be pasted all over and shrunk on containers of baking powders, cereals, etc. If the grain runs crosswise or with the width of the label it becomes tender after the lap is moistened and is more likely to tear while being stretched. Furthermore, the lap tends to curl before the paste dries.

Keeping Label Packs in Place

If labels are wrapped in paper they lie flat. With varnished labels, unless they are kept free of moisture they are likely to curl which renders their application difficult. If tied up, the cords should not be drawn so tight as to cause buckling for this will draw them out of shape and prevent their lying flat in the labeling machine.

To insure the most accurate trimming, it is recommended that only 500 be placed in one pack. In some instances it is feasible to place double this number together although the adoption of 500 as standard is advocated.

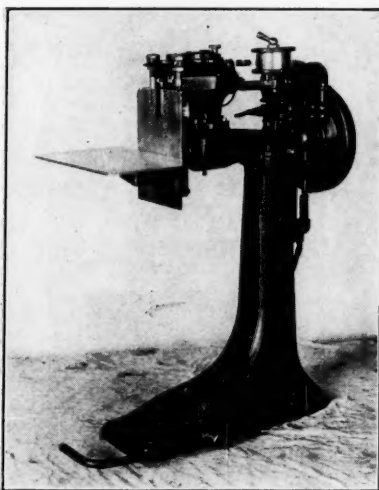
Thoroughly dried labels are essential and to ensure these the consistency of inks should be carefully watched, especially when large solid effects are in the design. The most important item, however, in this connection is that the labels be ordered well in advance of the time they will be needed, so they may thoroughly "cure" before being packed.

The foregoing suggestions appeared in a booklet, "Label Standards," issued by the Burt Machine Co.—Editor.

MACHINERY AND EQUIPMENT

A Stitcher for Cracker Caddies

THE H. R. BLISS CO., Inc., of Niagara Falls, New York has just brought out a new machine known as the Bliss Caddy Cover "Sealing Stitcher." This machine, it is claimed, will stitch on the flanged covers to the body of the cracker caddy while the latter is in an upright position at the rate of from twenty to twenty-five per minute. Adjustments



Caddy cover sealing stitcher

to any sizes or depth can be made instantly.

The method heretofore used in sealing a cover to the body of the caddy was to place a strip of 4-in. tape over the top of the cover and down the sides of the box. The cost of this tape runs from \$1.25 to \$1.50 per thousand caddies. The wire used on the new machine is known as 20 x 25 Bookbinders' wire. There are 4,320 one-inch stitches in a pound of this wire which sells in suitable quantities for about 12 cents per pound. If two stitches are taken in sealing the cover to the caddy, the cost for wire would be less than 10 cents per thousand caddies. This shows a considerable economy over the old method of taping on the covers.

The new Bliss machine is of unique design and arranged so that the caddy does not have to be turned over on its

side but can be left in a vertical or upright position to effect the sealing. The operation is quick and clean and gives a neat appearance to the caddy.

Where sufficient quantities of caddies are used, as in the larger plants dispensing goods of this character, a double-head machine of this type can be utilized thereby doubling the speed of sealing caddy covers to the body of the caddy. The user of the caddy can easily remove the cover after it has been stitched on by merely applying a little pull upwards from the corner of the caddy.

The machine is provided with a standard Bliss stitcher head, which was recently brought out by the company and includes the all-steel construction and detachable head.

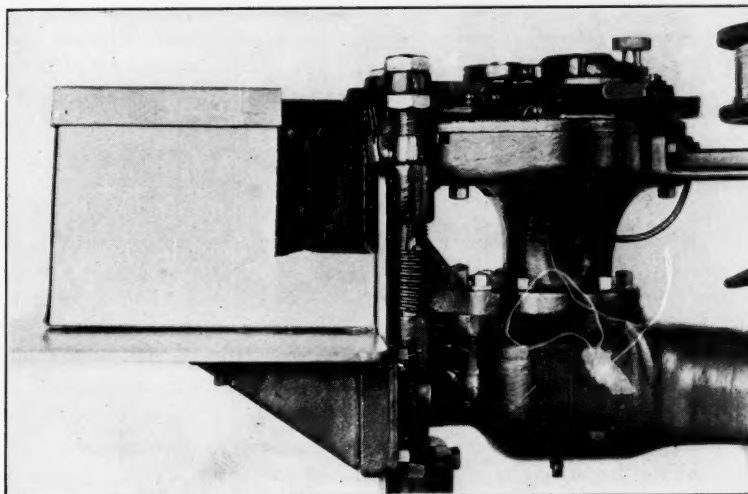
New Corporation Formed

The Mid-States Gummed Paper Co. of New York, Inc., has been incorporated with a capital of 200 shares of stock, no par value, to manufacture gummed and other specialty paper products. This corporation is to act as a sales agency for the Mid-States Gummed Paper Co., Chicago, of which it is a subsidiary. George Goodsir, vice-president of both corporations, is in charge in their new office in the Park Murray Bldg., 9 Park Place, New York City.

Standard Package Wrapping Machine

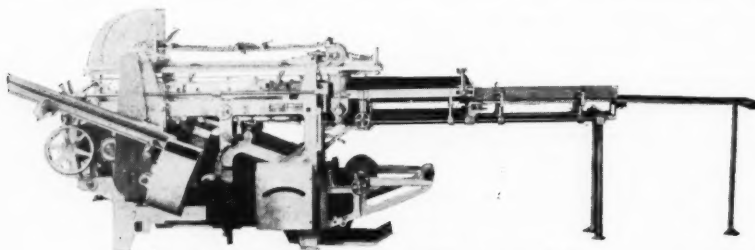
A PACKAGE wrapping and sealing machine which automatically wraps and seals packages in self-sealing transparent waxed or glassine paper has been adopted by many leading bread and cake bakers, candy and food packers and manufacturers of miscellaneous commodities. This machine, shown in an accompanying illustration and manufactured by the American Machine & Foundry Co., 5502 Second Ave., Brooklyn, N. Y., is known as the A M F Standard Package Wrapping Machine. The machine operates on the most economical wrapping principle known—that of measuring off the exact amount of paper needed for a perfect wrap for each package wrapped, regardless of the size of the package.

Specifications are as follows, being adjustable to various size packages. The Junior model, 3—23, is adapted to lengths from 3 to 8 in.; height (adjustment automatic), 1½ to 4 in., and width (adjustment automatic), 1½ to 6 in. The Standard model, 3—22, is adapted to lengths from 7 to 13½ in.; height, 3 to 5½ in. and width, 3 to 7 in. Speed varies from 35 to 45 packages per minute. The weight is approximately 2200 lbs., the ma-



Close up of head, caddy cover sealing stitcher

chine occupying a floor area of 12 ft. 4 in. by 5 ft. 8 in. and having a height of 5 ft. The machine uses 30-lb. self-sealing wax paper or glassine paper in rolls of 10 in. diameter with a 3-in.



A M F standard package wrapping machine

core. Insert and labeling attachments, together with a reverse feed, are obtainable. The equipment includes a $\frac{1}{2}$ h.p. motor and two arbors for paper.

New Lock Top Patents

THE Passaic Metal Ware Co., Passaic, N. J., announces that it has secured two additional patents covering its lock-top can with inner seal. There are now four patents protecting this container. With the acquisition of



these latest patents the company decided to increase its manufacturing facilities. New precision tools have been built and complete automatic equipment developed, which has resulted in reducing manufacturing costs.

The object of the lock-top device in combination with the inner seal when used with coffee or similar products is to preserve aroma and quality even after the product reaches the ultimate

consumer. The special construction assures a tight-fitting cover, yet it is easily removed and replaced. The inner seal is a heavy, pure-white paper designed to assure cleanliness and sani-

tation, and transmits to the consumer a favorable impression of high quality. Another advantage of this seal is that substitution of another product is impossible unless the seal is broken.

Automatic Biscuit and Cracker Filler

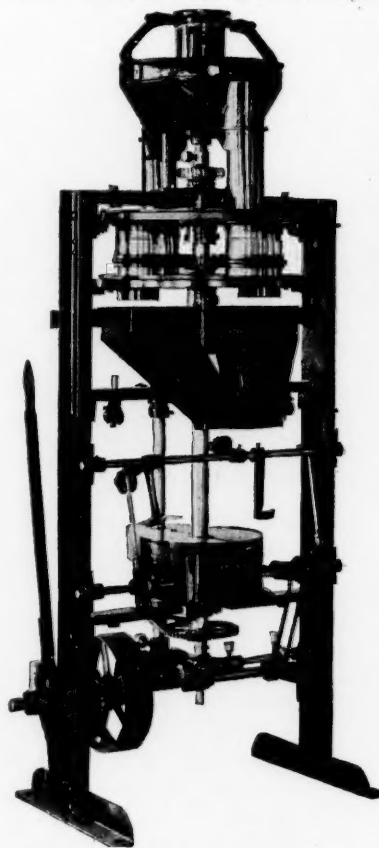
THERE has been a big gap in the field of packaging equipment. Powders, granules, flours, flakes, and other products are being weighed and packaged automatically, but the packaging of larger and more bulky materials such as crackers, biscuits, cookies, nuts and candies have not been entirely successful. There are numerous reasons for this, but the outstanding ones are the breakage of brittle materials, inability of discharging such materials in a carton with a small opening and delivering sufficiently accurate weights to eliminate re-checking.

Crackers and cookies have long been a hand filling proposition as these are brittle and crisp and will not permit of rough handling. Manufacturers and packers do not want broken merchandise placed on the market, consequently the slow and tedious process of hand filling.

The engineering department of the Triangle Packaging Co., Chicago, Ill., have studied this situation thoroughly and after careful deliberation have designed and built a filler which is said to have overcome the handicap.

This machine is composed of four rotary magazines which automatically fill and discharge the required amount of material. The principal feature of

construction is an ingenious feeding mechanism in the upper pan hopper which feeds the crackers or cookies directly into the magazines. It is so constructed as to absolutely eliminate pressure or crowding of the material and will not cause breakage, no matter how brittle. The feeder has a tendency to gently lift and lower the product with a wave-like motion. The magazines are designed with adjustable openings to permit the parting of the product. This is the point where accuracy of weight is determined. After the material is fed into the discharge hopper, this hopper automatically lowers itself, so that the cuffs enter into the carton



and at the same time expand, thereby eliminating any chance of choking.

The machine is quickly adjusted for different amounts and will deliver from 30 to 40 discharges per minute with 90 to 95 per cent exact weights. This machine is indispensable in a plant where loose wrapped lined cartons, or sealed lined cartons are used. It can be attached automatically to any carton conveyor, or can be equipped with an automatic self-feeding carton conveyor supplied by the company.

SAFEGUARD YOUR SHIPMENTS

with
Fibre-Seal

A PURE VEGETABLE GLUE

For sealing your fibre or corrugated paper shipping containers use *Fibre-Seal*

Fibre-Seal is manufactured in powdered form, 300 pounds to a barrel, enough to make 125 gallons of liquid glue.

This shows a direct saving in freight charges on the same quantity of liquid glue, plus freight on heavy iron drums, as well as freight on return of empty drums.

Fibre-Seal, being purely vegetable, is in no way injurious to the human skin, or to wearing apparel.

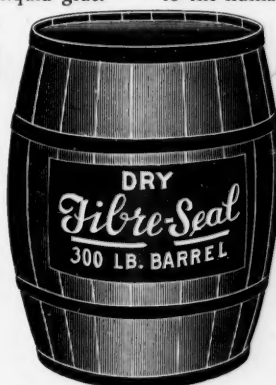
There is no crystallization. Every drop of *Fibre-Seal* can be used—hence, NO WASTE.

DIRECTIONS ARE SIMPLE

1. Use VERY HOT water.
2. Take 2½ gallons of hot water, at or near boiling point, to which add 6 lbs. (measuring bucketful) of dry *Fibre-Seal* powder.
3. Pour water in mixer first.
4. Add the powder gradually, stirring constantly, usually from five to seven minutes. This will produce a well-bodied, easy-flowing glue with strong adhesive power.
5. Work glue COLD.



Mixer



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With order for first barrel, for your convenience, we furnish, *without charge*, a four-gallon mixer with agitator, and also a measuring bucket, as per picture.

Price, 7c Pound, F. O. B. St. Louis

IT'S EASY TO SEAL WITH FIBRE-SEAL.

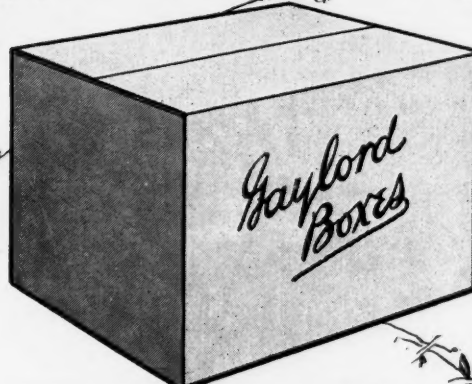
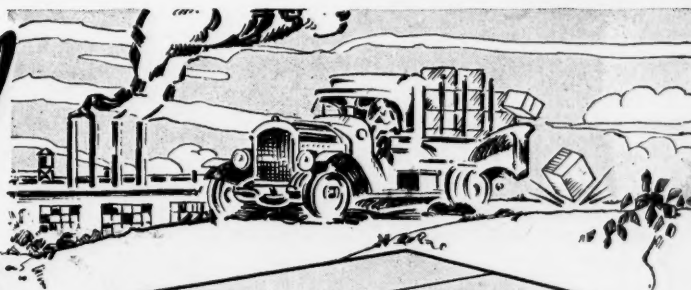
CONSUMERS GLUE CO.

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Measuring Bucket

Demand!
Containers
that are
STRONG
and
RUGGED



ROBERT GAYLORD, INC.
GENERAL OFFICES SAINT LOUIS

Creased Boxes Instead of Scored

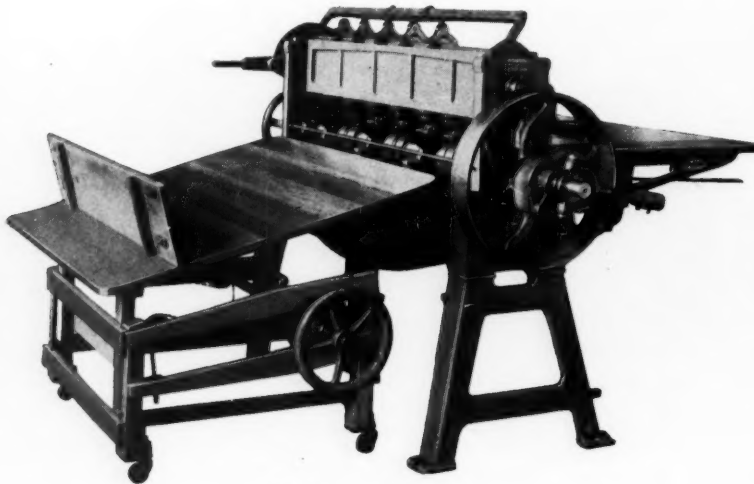
FOR years there has been a steadily increasing demand for a strong, cheap, set-up box. A box primarily serves but one purpose, and that is to

ing by leaps and bounds; it never seems to know a dull season, and no little part of the reason for this growth can be attributed to the continued use of this fine box. The fact that any manufacturer thinks enough of his product to pack it in a fine box can-

set-up boxes. Since then two other types have been built by this company.

These machines not only provide sufficient rigidity and strength to maintain their alignment but stand the tremendous pressure exerted by the creasers. This pressure, on the average set-up, is said to be from ten to twenty times as much as is exerted by the same set-up with scoring cutters.

On the machines illustrated the creasing units on the lower shaft are of the split pattern and these and the cut-off rings are interchangeable. The regular equipment consists of solid cut-off or score rings, the cutting surface of which is of hardened tool steel. The creasing units on the lower shaft are provided with recesses on the side so that the cut-off ring (which are made with projecting hubs to give plenty of width on the shaft so that they will run true) fit into these recesses when the creasing units are set close to the cut-off units. This construction makes it possible to have creasing units which are wide enough to get good support on the shaft, and yet which can be brought near enough together to get a 9-16 in. flange.



Single rotary box creaser

deliver the contents in good condition to the ultimate purchaser. It is difficult for a retail merchant to convince a customer that the contents of a poorly made or broken box are equal to similar goods shown in a perfect box. The customer instinctively feels that he is either getting old stock, out of date, or else stock spoiled through handling. He also feels that the goods in the perfect box must be better because the manufacturer took pains to pack them well and assure their safe delivery.

Then again, the advertising value of a box is being given more consideration. It is difficult with the public accustomed to buying articles in well made set-up boxes, to convince a purchaser that of two articles, both selling at the same price, that the one displayed in a fine appearing set-up box is not better than the one in a semi-folding type of box, which in his mind is always associated only in packing cheaper articles.

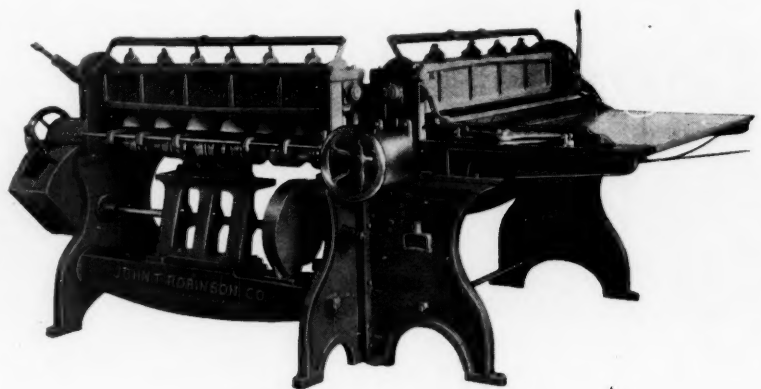
A firm located in the Middle West, selling almost its entire output of shoes by mail, uses a box which must cost them over double the price of what most shoe people would say was a mighty good box. This firm is grow-

not but make the ultimate customer feel that that product is better than a similar looking article packed in a poor or cheap box.

Because of this demand and because it is possible to successfully crease the heavier container board by the rotary method, the John T. Robinson Co., Hyde Park, Mass., have produced a creasing unit that is suitable for creas-

Lightning Box Sealer

A. K. Robins & Co., Inc., Lombard and Concord Sts., Baltimore, Md., manufacturers of canning machinery and canning supplies, are representatives and sole licensees of the Light-



Double rotary creaser, two bar type

ing ordinary box boards. This machine is still running and doing perfect work. It is said to be the first rotary creasing machine made for creasing regular box board for regular

ning Box Sealer formerly manufactured by the McStay Machine Company. This machine is made for all sizes of corrugated and solid fibre shipping cases.

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Sévigé Cylindrical Machines automatically print direct on paper cans, mailing tubes, tin cans, glass or porcelain jars and all cylindrical objects. Sévigé Spherical Printing Machines are adaptable to fruit, nuts, balls and other spherical objects. Light in weight, movable from one department to another, economical in space and operation, rapid, these machines successfully perform in one operation what formerly required two or more.



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Automatic Printing and Wrapping Machines

For Round, Cylindrical and Spherical Objects

41 Crown Street
NASHUA, N. H.

TRADE CATALOGS

IN EACH ISSUE, under the above heading, will be listed catalogs, trade booklets and similar publications received, together with a brief review and comments on the material contained in them—Editor.

Bottle Capping Machines: Williams Sealing Corporation, Decatur, Ill., in a 20-page booklet, describing and illustrates a number of types of bottle capping machines suitable to limited or large production. This company also manufactures the "Kork-N-Seal" standard bottle caps.

Box Papers: Walther & Co., Brooklyn, N. Y., manufacturers of "Walco Quality" papers have furnished a set of samples showing flint, friction glazed and surface coated papers and coverings. These include a wide variety of colors and designs and offer a pleasing selection.

Bread Wrapping Machinery: Prices and specifications of the "Standard" bread wrapping machine are given in a leaflet issued by the American Machine and Foundry Co., Brooklyn, N. Y. The various attachments, such as an automatic adjustment which permits the wrapping of different sized loaves, obtainable in this machine are described.

Foil Papers: United States Foil Co., Louisville, Ky., has issued a folder showing samples of aluminum foil and metal carton board which are obtainable in various weights and embossed designs. An interesting enclosure is the "Unifold Tite-wrap" which consists of a flexible, tough sheet of embossed metal inseparably mounted on bond paper by waterproof cement.

Cover Papers: District of Columbia Paper Mfg. Co., Washington, D. C., in presenting samples of their cover papers make use of an attractively covered box which contains individual booklets for the various finishes. These are procurable in different weights and are suitable for box covers, package inserts, catalogs, displays, announcements and greeting cards.

Carton Filling Machines: Carton-ing Machinery Corporation, Newport, R. I., has issued in pamphlet form a

series of bulletins illustrating wrapping, carton filling, folding, lining and packing machines made by that company. These are adaptable to a wide range of products in the confectionery, drug and cigarette groups. The operations performed by each machine are briefly described; floor space and horsepower required are given.

Keratol: The Keratol Company, Newark, N. J. has issued a book bound in "Artine" which contains several inserts showing colors and designs obtainable in this product. Mounted and embossed, it is possible to secure a pleasing variety of contrasting shades with Artine and the samples shown offer excellent possibilities to those who are interested in unusual covers for special packages.

Labelers: "Rotary World Labeler"; Economic Machinery Co., Worcester, Mass.; 12 pages, illustrated. Describes the principles and operations of the high speed, full automatic labeling machine for plants with large output. The machine will label the ordinary quart, pint and half pint round bottles. A list giving the names of a number of users of this type of labeler is included.

Labeling Machines: "The Ermold Line" of labeling, corking and foiling machinery, manufactured by the Edward Ermold Co., New York, is described in a general way and illustrated in a 12-page folder. The various types of machinery shown are adaptable to flat and round packages, spot labeling and many other conditions met with in this work.

Packaging Machinery: A 32-page booklet issued by the National Packaging Machinery Co., Jamaica Plain, Boston, Mass., describes and illustrates machinery for forming, weighing, filling, sealing and wrapping packages and covers a wide range of products. General specifications are given and attention is called to the economies possible in packaging through the study of the dimensions of the container, its shape or capacity.

Package Making Machinery: A 10-page folder issued by the New Jer-

sey Machine Corp., Hoboken, N. J., briefly describes and illustrates several models of automatic machines for paper covered box and package making, as well as labeling, mounting and gumming machines.

Paper: (Glassine, waxed, ribbon etc.): George H. Sweetnam, Boston, Mass., specialist in confectioners and box makers papers has issued a price list covering quotations on glassine, waxed, tissues, ribbon and other papers used by confectioners, box makers, druggists, food packers, book manufacturers and others.

Sealing Machines: A series of bulletins issued by the Anchor Cap & Closure Corp., Long Island City, N. Y., illustrate and describe the following: vacuum sealing machines, automatic single and multiple head sealing machines, clipper capping machines, and foot and table feed sealing machines. This equipment is designed and built for sealing the Anchor "C" style cap and "R" style clipper cap as applied to tumblers, jars and bottles, and range from foot sealing machines to the large automatic types.

Weighing Machines: A 47-page booklet, "Hoepner Unit System", issued by the Hoepner Automatic Scale Co., Chicago, Ill., describes and illustrates some of the various types of machines made by this company. The package scales are built in any number of units from 1 to 8 with capacities from 10 to 80 packages per minute and having varying hopper capacities. Bag filling and closing machines, filling conveyors, bottom and top sealers, sacking scales and gravity automatic scales are also shown.

Wrapping Machines: "Automatic Machines for Better wrapping of Products"; Package Machinery Co., Springfield, Mass.; 77 pages, illustrated. The several models illustrated in this catalog are in actual use in the packaging of nationally known products and complete specifications are given in each case. A convenient index is arranged by articles so that the reader may refer directly to that type of machine best fitted to the particular kind of packaging desired. A list of users, giving the merchandise packaged, is also included.

ESTABLISHED 1889



INCORPORATED 1895

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Products — scientifically built — with a factor of safety to compensate for variations in temperature, stock, *speed* and size.

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Warehouses and Offices in all principal cities.

MR. ARTHUR S. ALLEN *announces the opening of his offices in the Architects Building, 101 Park Avenue, New York, where he will devote his entire time to the further development of his work in the application of color and color standards to package design.*

Mr. Allen's work has resulted in a wide variety of successful designs and color plans for containers, wrappers and displays of products of leading organizations. A few are mentioned here by permission.

THE BEST FOODS, INC., New York

JOSEPH BURNETT COMPANY, Boston, Mass.

THE HILLS BROTHERS COMPANY, New York

INDIVIDUAL DRINKING CUP CO., Easton, Pa.

KOTEX COMPANY, Chicago, Ill.

LEVER BROTHERS COMPANY, Cambridge, Mass.

OAKVILLE-AMERICAN PIN DIVISION, Oakville, Conn.

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VICK CHEMICAL COMPANY, Greensboro, N. C.

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THIS picture gives you some idea of the wide variety of products that are wrapped on our machines—and the resourcefulness of the organization that designed and built those machines. No matter what your wrapping problem may be; bring it to us . . . Solving problems built our business.

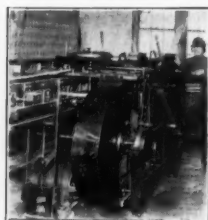
CHICAGO 111 W. Washington St. PACKAGE MACHINERY CO. SPRINGFIELD MASSACHUSETTS NEW YORK 30 Church Street

WE ARE JUSTLY PROUD

to have contributed in our small way
to the success of these and many other

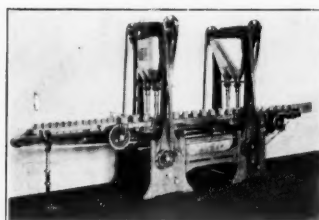
famous packaged products

"CLEEN MADE"



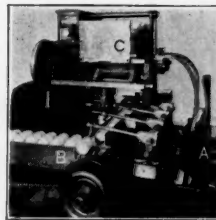
Macaroni

"COCOMALT"



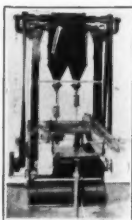
Powder

"SHREDDED WHEAT"



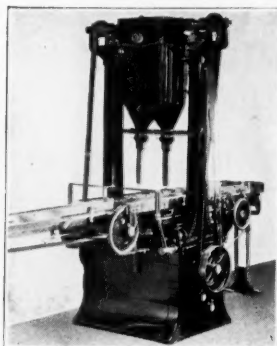
Biscuits

"HATCHET"



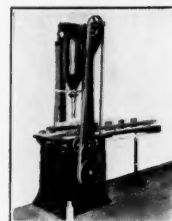
XXXX Sugar

"SOAPINE"



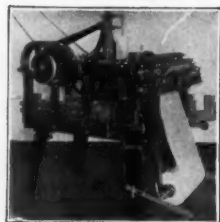
60 per minute

"MENNEN'S"



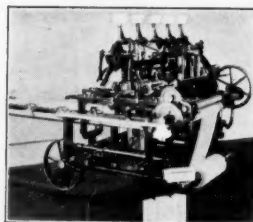
Talcum

"LA TOURAINE"



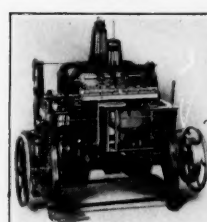
Coffee

"PIEDMONT"



Cigarettes

"KNOX"



Gelatine

NATIONAL PACKAGING MACHINERY CO.

Manufacturers

181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.

